

CEDS/YATS  
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## **YOUTH ATTITUDE TRACKING STUDY 1998: PROPENSITY AND ADVERTISING REPORT**

January 17, 2000

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## EXECUTIVE SUMMARY

The Youth Attitude Tracking Study (YATS) began surveying youth in 1975 shortly after the end of the draft and the beginning of the All Volunteer Force (AVF). Since that time YATS has been providing the Armed Services with information on the attitudes and opinions of American youth regarding military service. YATS is the primary source of information for military manpower officials and military recruiting decisionmakers regarding youth enlistment propensity and so provides important information needed to recruit and sustain the AVF. Although the primary focus of the YATS survey is enlistment propensity, YATS obtains information on many other important topics such as reactions to current events, exposure to military recruiting advertising, recognition of advertising slogans, and contact with military recruiters.

The survey methodology used in the Fall 1998 administration of YATS, a list-assisted random digit dial (RDD) telephone survey, is the same as that used in recent years. Interviewed youth were between 16 and 24 years old with no prior military experience. YATS interviews averaged thirty minutes in length and were administered from August 31, 1998 through November 29, 1998. A total of 10,257 interviews were completed.

This report presents a summary of YATS 1998 findings and historical trends for enlistment propensity and several other topics of interest. **Chapter 2** provides an overview of demographic characteristics and trends in the youth population related to the recruit marketplace. **Chapter 3** shows how propensity varies among different population segments, including those described in Chapter 2. **Chapter 4** describes youth provided reasons for entering the military and barriers to enlistment. **Chapter 5** describes youth awareness of the Services' recruiting advertising efforts. In addition to tables and figures found in the four main chapters of the report, appendices are also included for readers requiring greater detail.

### Demographic Profile

The population of youth from which the Armed Services must recruit enlisted personnel is varied and growing. The YATS population has historically been described in terms of demographic variables such as gender, age, school status, employment, race/ethnicity, and geographic region. These variables are intercorrelated: educational achievement obviously varies by age (a 16 year-old youth is more likely to be in high school than college), but also by race/ethnicity and, more subtly, by gender. Added to the demographic profile of American youth is the fact that it is changing. The racial/ethnic composition of the population has changed in recent years as have the educational and career aspirations of youth. Since

these variables are all related to propensity, changes in the demographic profile of American youth have implications for recruiting.

In the past decade, the number of youth completing high school and enrolling in college has increased steadily. Most surveyed youth aspire to achieve at least a Bachelor's degree; about 85 percent of high school graduates enroll in college. This trend is likely to continue given the strong relationship between education and income.

Employment options for youth who have completed high school but not completed college have improved dramatically in the past few years. For young men, unemployment has dropped from slightly above 10 percent in 1995 to about 7.5 percent in 1998.

The percent of youth whose parents were in the military is decreasing. At the end of the Cold War, we estimated that over 40 percent of fathers of 18-year-olds had served in the U.S. Armed Forces. In 1998, only 26 percent have fathers who are veterans. By 2005, we expect only 16 percent of enlistment-eligible youth will have parents who have been in the military.

Overall, demographic and economic trends suggest the Services will have difficulty meeting recruiting goals currently and in the foreseeable future. In particular, it will be increasingly difficult to meet enlistment goals without drawing either from the pool of non-high school graduates or the pool of those who have completed some college.

## **Enlistment Propensity**

Propensity, the percentage of youth saying they will "definitely" or "probably" enter military service, has been shown to be a valid indicator of enlistment behavior: Those who say they are likely to join the military are seven times more likely to join than are those who say they are unlikely to join. For most youth, propensity for military service is general, not tied to a specific Service. Most youth saying they definitely or probably will military service cite propensity for two or more Services.

Propensity is related to several demographic characteristics. Generally, propensity:

- Is higher for men than women;
- Declines with age;
- Declines with increasing educational attainment;
- Is higher for unemployed than employed youth;
- Is lowest for white and highest for Hispanic youth;

- Declines as parent's educational attainment increases;
- Is higher for high school seniors whose fathers have served in the military; and
- Varies by region: highest in the South and lowest in the North Central region.

As a trendline, young men's propensity for military service rose during the Cold War, dropped following Operation Desert Storm, and has continued to decline in the past several years. With some fluctuations, young women's propensity for military service has been constant since 1984. Propensity trends for white, black, and Hispanic youth are distinct. Propensity trends for the different Services show distinct patterns.

## **Reasons For Entering or Not Entering Military Service**

For many youth, the decision to join the military or, conversely, the decision not to join the military, is not simple. For most, the decision is part of their transition from adolescence to adulthood and part of their effort to establish an adult's status. Each youth's career decisions are driven by a variety of factors. Some of these factors are at least partially controllable (educational performance) while others are not (employment opportunities). Consequently, individual reasons to join or not enter military service can be dramatically changed quickly if circumstances change. Nonetheless, there are statistical regularities and trends in reasons provided by YATS respondents.

Historically, frequently mentioned reasons for joining include both tangible (e.g., educational funding, job training, pay) and intangible (e.g., duty to country, discipline, self-esteem) reasons. Youth interested in military service offer more reasons for joining than those who expect not to enter military service. Perhaps this is a consequence of their more detailed consideration of this career option. In general, different segments of the youth population offer the same reasons for joining and most group differences are predictable and subtle. For example somewhat more women (37 percent) than men (32 percent) mention money for education as a reason for joining. High school seniors are more likely to mention money for education; high school graduates who have not gone to college are more likely to cite job security.

Frequency of mention for different reasons for joining has changed in the past several years. From 1991 through 1995, the percent mentioning money for education increased. Mentions of duty to country have decreased.

Some of the reasons for increased interest in military service, such as money for education and job training, are similar to those mentioned as reasons for joining. However, some youth mention personal communications as the basis for increased interest: conversations with people who are, or have been, in the

military, recruiter contact, conversations with people who have never been in the military, and military advertising are mentioned. Youth also mention changing circumstances, such as difficulty in school, as reasons for increased interest in military service.

Youth most often mention perceived military lifestyle as a reason for not entering military service. Youth also mention the length of commitment or threat to life as reasons for not entering the military.

Youth from different race/ethnic groups differ in the frequency with which they mention different reasons for joining. Whites youth are more likely than black and Hispanic youth to mention other career opportunities or to object to the length of commitment. Black youth are more likely to mention threat to life or to say that killing is against their beliefs as a barrier to enlistment. In general, Hispanic youth less frequently object to the military lifestyles but family obligations are a potent barrier to enlistment. Hispanic men are more likely to mention family obligations as a barrier to enlistment than either white or black men by a very large margin.

Reasons for decreased interest in military service, to a large degree, mirror reasons offered for not joining. As with reasons for joining, communications play a role. As will be noted in Chapter 4, it appears that in the evaluation of positive and negative reactions from communications with military personnel, whether family or friends or recruiters, the net result of communication is positive.

## **Military Advertising Awareness**

In order for military recruiters to succeed at their recruiting mission, Service advertising campaigns must be well-researched and designed to attract the type of youth that our Armed Forces are seeking. These advertising campaigns contain several key elements, including Service slogans, to attract the attention of qualified youth and get them to consider the military as a career. The YATS survey includes questions on recall of military advertising and recognition of military slogans that assist in measuring the effectiveness of these campaigns.

Service advertising budgets are obviously a key element in producing effective advertising campaigns, and thus, advertising awareness among youth. The Army budget is much larger than the other Service budgets and this allows the Army to extend their advertising reach and frequency. Advertising awareness is highest for Army and Marine Corps active advertising, and recall rates among young men are significantly higher than rates among young women. Awareness of active Service advertising is higher than Reserve or National Guard advertising, and twice as many youth recall Army Reserve advertising as recall Army National Guard advertising.

Advertising awareness is also correlated to certain demographic characteristics such as age, gender, educational attainment, and race/ethnicity. For example, white youth are generally more likely to recall active Service advertising than are black or Hispanic youth.

Trends in active Service advertising recall from 1993 to 1999 show rates have declined steadily for Army, Marine Corps, and Air Force advertising. The largest drop occurred for Air Force advertising awareness. YATS respondents were also asked if they remembered hearing or seeing Joint Service advertising—advertising which names each Service. Recall of Joint Service advertising has dropped steadily since 1993.

Youth were also asked to identify slogans used in military advertising campaigns during the YATS interview. Correct recognition of Service slogans is higher among men than women, and three slogans continue to be most often correctly identified by young men: *Be All You Can Be* (Army), *Aim High* (Air Force), and *The Few. The Proud* (Marine Corps). In general, correct recognition of Marine Corps, Air Force, and Coast Guard advertising slogans has decreased since 1990, while recognition of Navy slogans has increased. Recognition of the two Army slogans has produced mixed results. Recognition of *Be All You Can Be* has remained steady during the 1990's, but fewer youth now recognize the Army slogan *Get an Edge on Life*.

Finally, as reported in previous YATS studies, recruiter contact was found to be strongly related to advertising recall. Recruiter contact rates were significantly higher among youth who recalled military advertising than among those who did not.

## **ACKNOWLEDGMENTS**

The Youth Attitude Tracking Study (YATS) is a Department of Defense (DoD) survey conducted annually of American youth between the ages of 16 and 24. The 1998 administration was conducted during the Fall of 1998 by Westat, under contract DASW01-96-C-0041 as part of the Joint Market Research Program. This annual report presents findings from the 1998 administration which cover topics such as enlistment propensity, reasons for entering or not entering the military, advertising awareness, and slogan recognition. As before, the primary measure of YATS continues to be military propensity—active, Reserve/National Guard, Service-specific, etc. The success of this report is due to the hard work and efforts of many individuals at Westat and DoD.

The YATS Project Directors, Dr. Michael J Wilson and Mr. D. Wayne Hintze, are especially grateful for the guidance provided by certain individuals—Dr. W.S. Sellman, Director for Accession Policy [OASD(FMP)], Dr. Anita Lancaster, Assistant Director for Program Management, Defense Manpower Data Center (DMDC), and Dr. Jerome Lehnus, (DMDC). Dr. Sellman and Dr. Lancaster continued to provide the overall insight and guidance that is required for a project like YATS. In particular, their encouragement, support, and patience as we took on far-reaching changes in the annual report structure were vital. Dr. Lehnus, the "Mr. YATS" within DoD, provided detailed direction and technical review of many tasks associated with the 1998 study as the Senior Scientist responsible for all aspects of YATS. Two of these tasks included a technical revision of the questionnaire and a detailed revision of the scope and format that led to this report. We would also like to thank the members of the Joint Market Analysis and Research Committee (JMARC) for their input and feedback that led to specific revisions of the survey instrument that was used in the Fall 1998 YATS administration.

Finally, we would like to thank the many programmers, statisticians, analysts, and technicians that are vital to the success of a large project like YATS. Thanks go out to Dr. Adam Chu at Westat for his work on the survey sample design, implementation, and adjustment weighting. The successful data collection effort is due largely to the guidance of Ms. Diane Perney, the 1998 YATS Telephone Research Center (TRC) operations manager at Westat. The project is also indebted to the contributions of several individuals who were responsible for the many programming tasks of the project: Ms. Katie Hubbell, Ms. Fauzia Tirmazi, Ms. Stacia Noble, Ms. Yannett Gaspere, and Ms. Jacque Wernimont. Thanks are also due to Ms. Jana Kirkman and Ms. Mary Ann Deak who shared responsibilities in monitoring database construction and performing essential data editing activities. As ever, we thank Ms. Sonja Ouellette, who provided invaluable support in producing this report.

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## 1. INTRODUCTION

The yearly cycle of YATS activities is relatively constant: Early each summer, representatives of the Armed Services' recruiting activities meet to discuss the composition of the Youth Attitude Tracking Study (YATS) questionnaire. From front to back, they page through the 80-plus page questionnaire, deciding which questions stay, which need to be modified, and which can be dropped to make room for new questions. New questions are pre-tested with small groups of surrogate respondents to identify potential sources of misinterpretation. The computer system which controls the telephone interviews is reprogrammed. From September through mid-November, 10,000 telephone interviews are conducted by 300 specially trained interviewers to determine how attitudes toward the military are changing. "Topline" memoranda provide initial results to the Services, and complete data files are delivered at the beginning of January. Analysis is a continuing activity.

YATS has been providing the Armed Services with information on youth attitudes since 1975. It was created soon after the termination of the military draft as DoD realized that, to compete for youth with commercial and educational institutions, it needed ongoing information on youth attitudes: what was important to youth, and how youth viewed military service. Information from YATS is used by each of the Services, and their advertising agencies. In addition, YATS data are used by think tanks, such as RAND, to evaluate youth and recruiting issues. Propensity for military service, a common benchmark of attitudes toward military service, is measured by YATS.

This report is the primary vehicle for disseminating findings from the YATS survey. The next section provides an overview of each of the following chapters. The final section of this chapter describes data collection methodology.

### Overview of the Report

This report provides four related perspectives on the current recruiting market: demographics of the youth population, propensity for military service, reasons for and barriers to entering military service, and the impact of recruiting efforts (particularly advertising awareness).

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<sup>1</sup> Each of the Recruiting Services and RAND receive complete data files. Briefings, conference presentations, and topic reports that are prepared generally focus on specific topics.

Chapter 2 begins with a description of the YATS youth population, and continues with demographic trends shaping the recruiting market. It provides demographic information on the YATS sample (the youth who were actually interviewed) and population (all youth who were eligible to be surveyed). It describes the distribution of American youth with respect to gender, age, scholastic status, employment, race/ethnicity, and geographic location. Chapter 2 also describes trends in population growth among Whites, Blacks and Hispanics and differences in educational achievement. It describes trends in scholastic achievement, and factors affecting postsecondary education – why everyone wants a college degree, and why this may be difficult for some. Chapter 2 also draws information from the Current Population Survey (CPS)<sup>2</sup> on youth unemployment and wages. We also draw on CPS to provide trends in the number of veteran-fathers in the population.

Chapter 3 provides a description of current youth propensity, correlates of propensity, and historical trends in propensity. First, we describe YATS propensity measures and explain how we know they are valid predictors of enlistment behavior. We also draw on in-depth interviews with youth to help understand what is being measured. The second section of Chapter 3 describes the relationship between propensity and a variety of youth characteristics – gender, age, school status, educational prospects, employment, employment prospects, race/ethnicity, mother's education, marital status, father's veteran status, having friends in the military, and geographic location. The third section describes propensity for specific Services. Finally, Chapter 3 describes trends in propensity from 1984 through 1998. Trends are described for different propensity measures for different race/ethnic groups, for active and Reserve service, and for specific active Services.

Chapter 4 describes reasons for entering military service, and barriers to military service as stated by youth. It draws on direct questions (“Why would you join?” “Why would you not join?”) and on questions about changing interest in the military (e.g., those who said their interest increased were asked why it increased; those who said their interest decreased were asked why it decreased). Chapter 4 evaluates differences in reasons for joining, distinguishing between those who say they will “definitely” or “probably” join,<sup>3</sup> between race/ethnic groups, between school status groups, between those who know someone who has been in the military and those who do not, and between men and women. Barriers to military service are evaluated with respect to the same variables. Chapter 4 also provides trends in principal reasons for joining.

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<sup>2</sup> CPS is a large on-going survey conducted for the Bureau of Labor Statistics by the Census Bureau. We have included CPS data in the YATS report because it allows us to speak at a population level that is relevant to recruiting.

<sup>3</sup> As described in Chapter 3, these are designated as “positively propensed” for military service.

Chapter 5 describes youth awareness of recruiting advertising, recognition of slogans used in that advertising, and the correlation of advertising awareness to recruiter contact. Information is provided for each branch of active service (Army, Navy, etc.) as well as for Reserve components. It also provides information on Joint Advertising. It describes the principal correlates of advertising awareness (gender, age, education, and race/ethnicity), and provides trends in advertising awareness and slogan recognition. Finally, Chapter 5 provides data showing a positive correlation between advertising awareness and recruiter contact.

The intended audience of this report is military recruiting managers. Throughout, our intent is to present the information in a manner that will facilitate understanding of general trends and relationships. We use tables or graphs in the body of the report, and we have included additional “data appendices” for those who want more detail than is in the body of the report. These appendices include the data from the tables and the graphs in the body of the report, along with estimates of standard error and sample size.

## Survey Methodology

The survey methodology used in the Fall 1998 administration is essentially the same as that used in recent years. Surveyed youth were between 16 and 24 years old. Youth currently in the military (including those contracted to serve in the military and waiting to depart for basic training) and those who had previously served were ineligible. Also excluded were youth attending a military service academy or enrolled in college ROTC. A total of 277,000 telephone numbers were sampled using a list-assisted random digit dialing (RDD) methodology for the generation of the sample. Details of the methodology used for the 1998 YATS administration can be found in *The Fall 1998 YATS Sample Design, Selection, and Weighting Report* (Wilson and Chu, 1999). Over three hundred interviewers were recruited and trained to collect survey data using computer-assisted-telephone-interviewing (CATI) technology. The thirty-minute YATS interviews were administered from August 31, 1998 through November 29, 1998. A total of 10,257 YATS interviews were completed during the field period.

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## 2. SELECTION AND DEMOGRAPHIC CHARACTERISTICS OF THE 1998 YATS YOUTH

The recruiting services have faced increased difficulty meeting their needs since the end of the Cold War. Superficial inspection of population statistics suggests recruiting problems should not be as great as they are. The Services seek to enlist roughly 200,000 youth per year; nearly 4 million per year become age eligible. Closer inspection of the demographic makeup of the youth population, however, of which segments are eligible and likely to be interested in enlistment, suggests that the Armed Services' recruiting challenge is formidable.

This chapter provides an overview of demographic characteristics and trends in the youth population which relate to the recruiting challenge. The first section **Demographic Characteristics of the 1998 YATS Respondent Population** provides an overview of the current population. The second section, **Population Trends**, provides additional detail on youth demographics like education and employment and shows how those demographics are changing in ways that affect the Services' ability to meet recruiting goals.

This chapter is related to subsequent chapters in the report. Chapter 3 shows how propensity varies among different population segments, including those described in Chapter 2. Chapter 4 describes reasons for entering the military, and barriers to enlistment. Chapter 5 describes youth awareness of the Services' recruiting advertising efforts. All three chapters relate to demographic considerations presented in this chapter.

### **Demographic Characteristics of the 1998 YATS Respondent Population**

In general terms, the YATS population is the population from which the military recruits enlisted personnel and officers. It is the population of young Americans, 16-24 years of age, who have never served in the military. This section describes that population in terms of several key demographics: gender, age, education, employment, and geographic location. The section also provides sample counts—the number of youth actually interviewed—with respect to gender, age, educational status, and race/ethnicity.

**Gender and Age.** In the 1998 YATS administration, a total of 10,257 surveys were completed with 6,572 men and 3,685 women. Table 2-1 presents the unweighted as well as the weighted age distribution of YATS respondents by gender. The unweighted numbers (labeled "Sample N") are the

actual number of respondents who completed the interview. The weighted numbers (labeled “Estimated Population”) show the number of youth in the population. For example, 1,135 16-year-old men completed the interview. These represent 2,063,000 16-year-old men in the population of American youth who have never served in the military—about 12 percent of 16-24 year-old men who have never served in the military.

**Table 2-1. Age Distribution of the YATS Sample and Survey Population, by Gender**

Age	Men			Women		
	Sample N	Estimated Population		Sample N	Estimated Population	
		Count* (000's)	Percent <sup>#</sup>		Count* (000's)	Percent <sup>#</sup>
16	1,135	2,063	12	624	1,936	12
17	1,032	2,031	12	577	1,904	12
18	865	2,018	12	433	1,920	12
19	677	1,948	12	439	1,958	12
20	697	1,839	11	390	1,680	10
21	655	1,882	11	336	1,697	10
22	597	1,641	10	312	1,821	11
23	476	1,561	9	307	1,803	11
24	438	1,603	10	267	1,769	11
Total	6,572	16,586	100	3,685	16,488	100

\*Estimated population counts are in thousands. <sup>#</sup>Percentages are based on population estimates.  
Source: 1998 YATS and Current Population Survey.

Figure 2-1 shows both the sample size and the population estimates from Table 2-1. As indicated, both the population and sample decrease with age—there are more 16 year-olds than 24 year-olds. However, the sample only imperfectly mirrors the population—16-17 year-olds are somewhat overrepresented; 22-24 year-olds are somewhat underrepresented. This may reflect the greater mobility of older youth, which makes them more difficult to locate for a telephone interview. Or it may reflect greater reluctance of older youth to accommodate a half-hour telephone interview. Whatever the reason, the data are weighted so that population estimates and percent ages correctly represent the youth population.

**Figure 2-1. Age Distribution of the YATS Population, by Gender**

Note: These data, taken from Table 2-1, have been smoothed.

**School Status.** Table 2-2 shows the number of respondents, estimated population, and percent of the population by their current school status. The school status categories used in Table 2-2 are mutually exclusive and are defined as follows:

#### Students

- Non-senior high school students– youth currently enrolled in the 9th through 11th grade of high school;
- High school seniors– youth currently enrolled in the 12th grade of high school;
- Postsecondary/Graduate students – students currently attending a college, university, or postsecondary business/vocational school;

#### Non-Students

- Non-completers– youth who are not enrolled in school and have not graduated from high school;
- High school graduates– youth not currently enrolled who have graduated high school but have not attended college;
- Some college – youth not currently enrolled who have attended some college but have not earned a bachelor's or higher degree; and
- College graduates – youth not currently enrolled who have already earned a bachelor's degree.

As indicated in the Table, educational achievement is somewhat higher among young women than young men: fewer drop out of high school; more attend and graduate from college.

**Table 2-2. School Status by Gender**

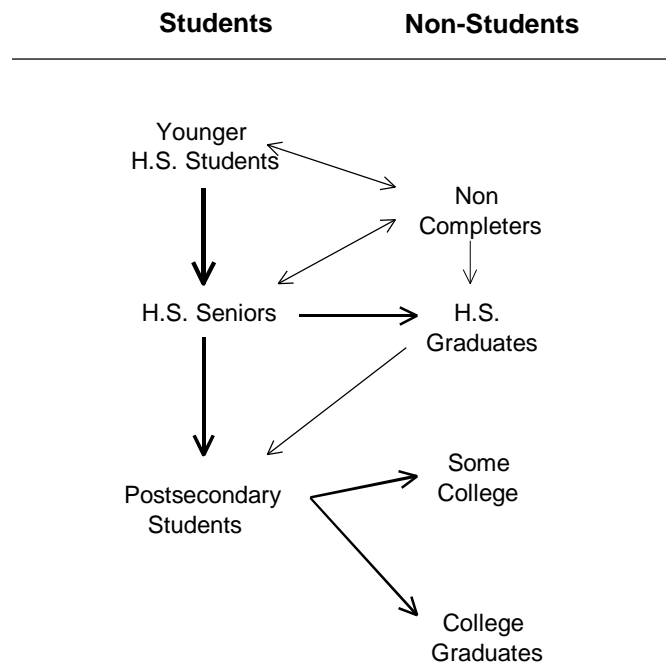
Education Status	Men			Women		
	Sample N	Estimated Population		Sample N	Estimated Population	
		Count* (000's)	Percent <sup>#</sup>		Count* (000's)	Percent <sup>#</sup>
Students						
Younger H.S. students	1,407	2,713	16	703	2,357	14
H.S. seniors	960	2,157	13	564	2,128	13
Postsecondary	1,967	4,540	28	1,251	5,221	32
Non-Students						
Non-completers	685	2,484	15	271	1,803	11
H.S. graduates	893	2,892	18	446	2,709	17
Some college	405	1,115	7	263	1,374	8
College graduates	224	588	4	172	812	5

\*Estimated population counts are in thousands. <sup>#</sup>Percentages are based on population estimates.

Source: 1998 YATS

Figure 2-2 is a schematic reminder of the relationship of these categories. Double-headed arrows indicate transitions that can occur in two directions. Thus, high school students can drop out of school, and high school dropouts (noncompleters) can return to high school. Heavier arrows indicate more common paths. Thus, somewhat more high school seniors go immediately to college than become high school graduate nonstudents.

Figure 2-2. Schematic of Education Status Categories



**Employment.** Table 2-3 shows employment status of the 1998 YATS population, by gender and school status. The table values show the percent of youth in each employment status. For example, 54 percent of high school senior males were employed, 25 percent were unemployed (i.e., they did not have a job but were looking for a job), and 21 percent were not working and not seeking work. It is noteworthy that the percent of women who are not in school, not working and not seeking work varies with educational achievement. Among college graduates the employment status of men and women is virtually identical. Among high school dropouts, 24 percent of women are not working and not seeking work, while only 5 percent of male high school dropouts are not working and not seeking work.

**Table 2-3. Employment Status by Gender and School Status (percent)**

Employment Status	Men			Women		
	Employed	Unemployed	Not Employed, Not Looking	Employed	Unemployed	Not Employed, Not Looking
<b>Students</b>						
Younger H.S. students	38	33	28	37	33	30
H.S. seniors	54	25	21	57	20	22
Postsecondary	65	11	23	66	10	24
<b>Non-Students</b>						
Non-completers	76	19	5	56	21	24
H.S. graduates	84	12	4	69	16	15
Some college	89	7	3	84	7	8
College graduates	93	5	2	94	5	2

Note: Table values are percentages within gender/school status categories.

Source: 1998 YATS

**Race and Ethnicity.** Table 2-4 presents the racial/ethnic composition of the YATS population by gender. Racial/ethnic background was classified as White (non-Hispanic), Black (non-Hispanic), Hispanic, and Other. The “Other” category consisted of Asians, Pacific Islanders, Native Americans, Alaskan Natives, and persons who did not identify themselves with any racial category. “Others” accounted for about five percent of the YATS population. About 4 out of 5 “others” are Asians and Pacific Islanders; about 1 in 5 are Native Americans or Alaskan Natives.

**Table 2-4. Race/Ethnic Distribution of the YATS Sample and Survey Population, by Gender**

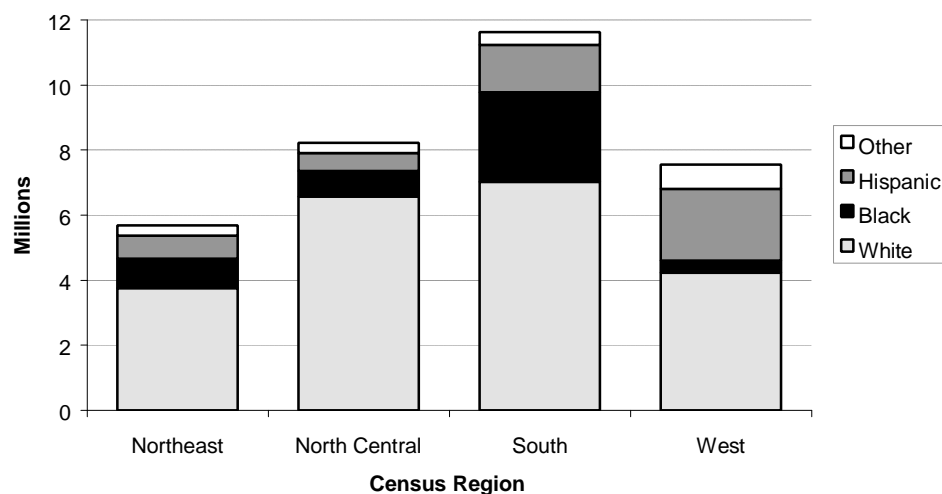
Race/Ethnicity	Men			Women		
	Sample N	Estimated Population		Sample N	Estimated Population	
		Count* (000's)	Percent <sup>#</sup>		Count* (000's)	Percent <sup>#</sup>
White	4,576	10,870	66	2,536	10,693	65
Black	624	2,200	13	441	2,636	16
Hispanic	803	2,602	16	412	2,325	14
Other	569	913	6	296	833	5

\*Estimated population counts are in thousands. <sup>#</sup> Percentages are based on population estimates.

Source: 1998 YATS and Current Population Survey.

**Geographic Distribution.** Figure 2-3 shows the distribution of the youth population by Census region. The four Census regions do not divide the population evenly. The Northeast Region, the New England states from Pennsylvania north, includes somewhat fewer than 6 million 16-24 year-olds. The South, from Maryland through Oklahoma and Texas, includes nearly 12 million 16-24 year-olds. Both the North Central and West Regions include about 8 million 16-24 year-olds. Clearly, minorities are not evenly distributed across the United States. Over half of Black youth live in the South. Nearly half of Hispanic youth live in the West, another quarter live in the South. Nearly half of “others”—primarily Asians and Pacific Islanders—live in the West. In the North Central region, 4 out of 5 youth are White; in the South and West, only about 3 out of 5 are White.

**Figure 2-3. Regional Distribution of the YATS Population**

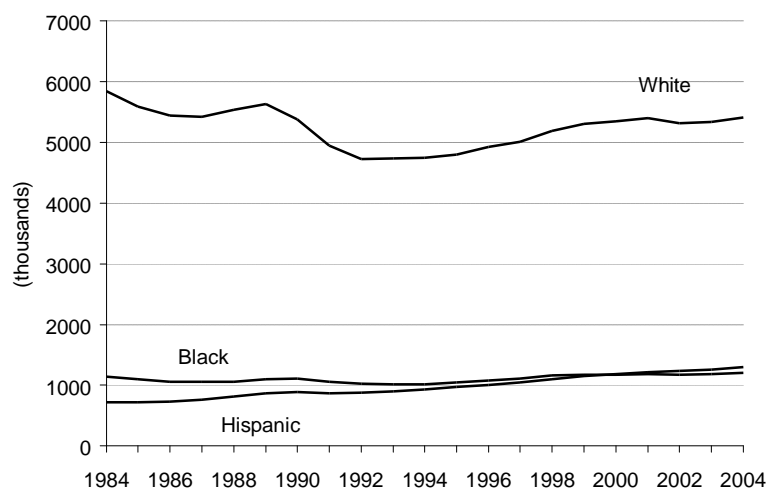


Source: 1998 YATS

## Population Trends

Figure 2-4 shows trends in White, Black, and Hispanic segments of the population of youth from 1984 through 2004. Figure 2-5, which provides the trends only for Blacks and Hispanics, provides a clearer view of trends for these minorities. These figures show the total of 18-19 year-old men and women combined. In general, about half the youth population is male, half female. However, as indicated in Table 2-4, there are somewhat more Black females than Black males in the YATS population, and somewhat more Hispanic males than females. Population trends are substantially the same for males and females.

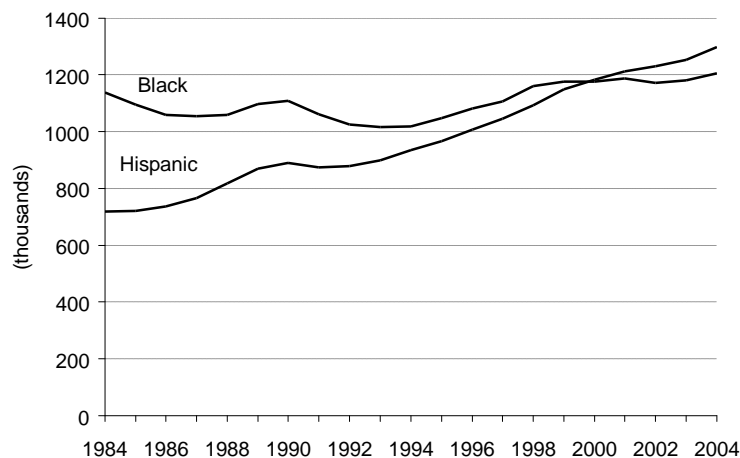
**Figure 2-4. Population Trends, 18-19 Year-Olds**



Source: <http://www.census.gov/population> (Oct 1999); Current Population Reports, P25-1130.

The youth population is increasing. In 1994, there were approximately 6.6 million 18-19 year-olds in the population, in 2004, there will be about 7.9 million 18-19 year-olds—an increase of about 1.7 percent per year. Blacks will increase from about 1 million in 1994 to about 1.2 million in 2004 (also an increase of 1.7 percent per year); Hispanics will increase from about 934 thousand in 1994 to about 1.3 million in 2004 (an increase of 3.2 percent per year). Thus, the largest increase in the youth population, an absolute numbers, will be among Whites. The largest increase, as a percentage of its current size, will be among Hispanics.

**Figure 2-5. Population Trends, 18-19 Year-Old Blacks and Hispanics**



Source: <http://www.census.gov/population> (Oct 1999); Current Population Reports, P25-1130.

Table 2-5 shows educational achievement levels among different race and ethnic groups. The percent graduating from high school is shown for those over the age of 19 because most youth who will graduate from high school have done so by that age. Similarly, the percent of college graduates is shown for those over 23 years of age. To show relatively recent patterns of educational achievement, we have excluded persons over 30 years of age. Differences in educational achievement among race and ethnic groups is significant: fewer Blacks and Hispanics graduate from high school, or receive college degrees. Among Hispanics, educational achievement is significantly lower among immigrants than among U.S. born Hispanics. About one-half of enlistment-age Hispanics are immigrants. We also examined high school graduation rates among immigrants and nonimmigrants of other race/ethnic groups. Generally, they were similar (e.g., immigrant Whites graduate from high school as native-born Whites). These statistics are not included in Table 2-5.

**Table 2-5. Educational Achievement by Race/Ethnic Group (percent)**

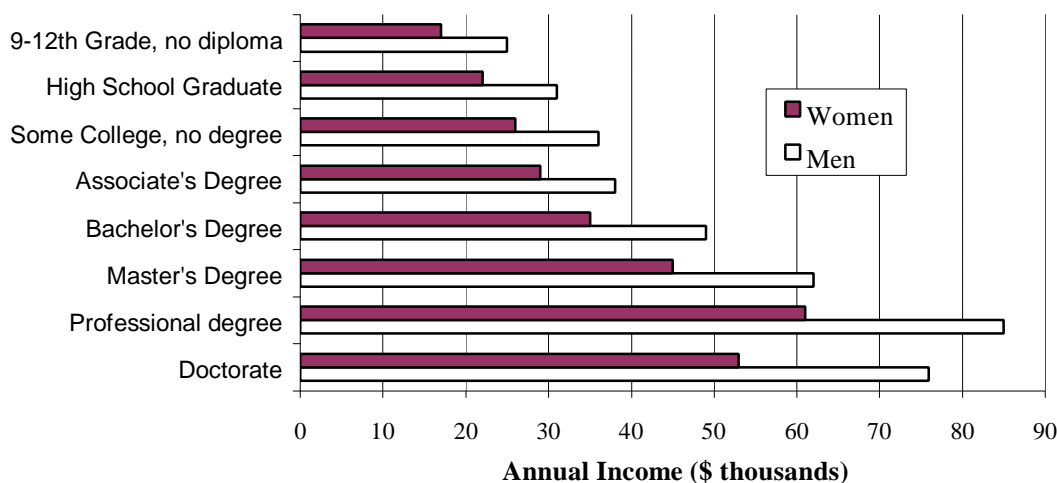
	High School Graduates Among 19-30 Year-Olds		College Graduates (BA/BS) Among 23-30 Year-Olds	
	Men	Women	Men	Women
White	91	93	30	34
Black	81	85	14	17
Hispanic	57	66	7	10
Hispanic, U.S. born	73	79	10	14
Hispanic, foreign born	44	51	5	6
Other	91	92	41	44

Note: "U.S. born" includes persons born in Puerto Rico or U.S. outlying areas, and all persons whose parents are U.S. citizens.

Source: Current Population Survey, September – November 1998.

**Postsecondary Education Aspirations.** Most youth aspire to go to college. The 1998 YATS results show 83 percent of male high school seniors and 88 percent of female high school seniors planned to continue their education after high school. Almost 90 percent of those who plan to continue hoped to get at least a Bachelor's degree. Motivations for higher education seem clear. In-depth interviews with YATS respondents indicate that college-educated parents assume their children will attend college—these youth "always knew" they would go to college. A likely motivation for obtaining a bachelor's degree is income. Persons with more education earn more money. Figure 2-6 shows the median income for men and women, 25 years old and over, by educational achievement. One clearly sees that income and years of education are associated.

**Figure 2-6. Median Income, Men and Women 25 Years-Old and Over**



Note: Graph based on the median annual income of year-round full-time workers 25 years old and over (1997)

Source: Digest of Educational Statistics, 1997.

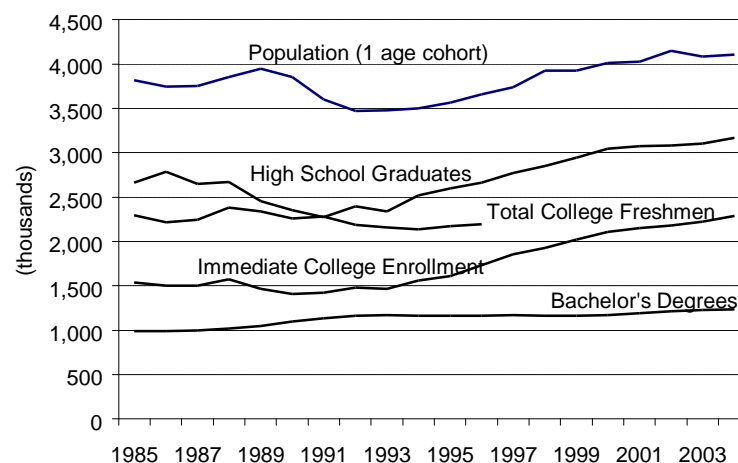
Figure 2-7 shows education trends and projections. As shown in the top line, from 1999 through the next 5 years the youth population is expected to increase from about 3.5 million to about 4 million per age cohort (Day, Jennifer C., 1996). Thus, the number of young men becoming *age eligible* for enlistment each year will increase from about 1.75 million to about 2 million. The number of high school graduates will increase more or less proportionally, from about 2.75 million to about 3 million (Gerald, Debra E. and Hussar, William J., 1997). Slightly less than half of high school graduates are men (see Table 2-5). The percent of high school graduates who have enrolled in college within a year of graduation (shown as “Immediate College Enrollment” in Figure 2-7) has been increasing gradually, from 58 percent in 1985 to 67 percent in 1997 (Snyder, Thomas D., Hoffman, Charlene M., and Gedeas, Claire M., 1999). If the rate continues to increase, it would reach about 72 percent in 2005<sup>1</sup>. If these projections are realized, the number of high school graduates not going on to college within a year will remain nearly constant at about 900 thousand per year. As women’s educational enrollment rates are somewhat greater than men’s, somewhat more than half of these will be men.

However, many youth who enroll in college do not do so within a year of graduating from high school. Thus, the “Immediate College Enrollment” shown in Figure 2-7 underestimates the percent of youth attending college. The number of youth enrolling in college for the first time is shown in Figure 2-7

<sup>1</sup> This is based on a simple linear projection of the 1985 through 1997 percent increase, projected to 2005.

as “Total College Freshmen” (Snyder, Thomas D.; Hoffman, Charlene M, and Gedeas, Claire M., 1999<sup>2</sup>). While the number of enrolling in college within a year of high school graduation is about two-thirds of the number of high school graduates, first-time College Freshmen represent about 85 percent of the number of high school graduates. These figures suggest that military recruiting goals are formidable. A recruitment opportunity may reside in the fact that the number of Bachelor’s degrees awarded each year is only about 40 percent of the number of high school graduates each year. This suggests that the number of youth completing some college classes is increasing steadily while the number of college graduates is increasing at a slower pace.

**Figure 2-7. Educational Trends and Projections**



Sources: Digest of Educational Statistics, 1998;  
Projections of Educational Statistics to 2008.

Just as the number of high school graduates going on to college increases, so does the cost of a post-secondary education. Table 2-6 shows increasing college tuition rates. These figures include inflation as well as increasing education costs. In 1998 dollars<sup>3</sup> the average cost in the 1985-86 school year was \$7,287 for all institutions, \$8,210 for 4-year institutions, and \$5,022 for 2-year institutions. While increased costs for 2-year institutions have hardly increased more than inflation, costs for 4-year institutions increased by 37 percent, or about 2.6 percent per year above inflation. These costs are high, particularly compared to the average wages of undergraduates of about \$18 thousand per year (see Figure 2-9). However, costs can vary considerably. The average in-state tuition and fees of public 4-year

<sup>2</sup> The college freshmen in a particular year are drawn multiple preceding high school graduation classes. Thus, the fact that a college freshman class in 1991 is as large as the high school graduation classes does not imply that 100 percent of 1991 high school graduation class went to enrolled in college.

<sup>3</sup> Adjusted by the Consumer Price Index.

institutions was \$2,987 in 1996-97. The average tuition and fees for public 2-year institutions was \$1,276. While costs are increasing, advanced education is within reach of young Americans with the talent, perseverance, and will to achieve it.

**Table 2-6. Average Undergraduate Tuition, Fees, Room and Board Paid by Full-Time-Equivalent Students**

	<b>All Institutions</b>	<b>4-Year Institutions</b>	<b>2-Year Institutions</b>
1985-86	4,885	5,504	3,367
1986-87	5,206	5,964	3,295
1987-88	5,494	6,272	3,263
1988-89	5,869	6,725	3,573
1989-90	6,207	7,212	3,705
1990-91	6,562	7,602	3,930
1991-92	7,077	8,238	4,092
1992-93	7,452	8,758	4,207
1993-94	7,931	9,296	4,449
1994-95	8,306	9,728	4,633
1995-96	8,800	10,330	4,725
1996-97	9,206	10,841	4,895
1997-98	9,536	11,227	5,075

Source: Digest of Education Statistics, U.S. Department of Education, Office Educational Research and Improvement.

Evidence of the will and perseverance is in the variety of financial resources students consider. In 1998, YATS respondents who were attending college were asked about the potential sources of funding shown in Table 2-7. The table shows the percent of men and women affirming that each of these was a source of their college funding. For example, 70 percent of the men and 66 percent of the women affirmed that they received money from parents or relatives to support their education. They were also asked to identify the greatest source of funding<sup>4</sup>. These statistics, too, are shown in Table 2-7. For example, 39 percent of men said parents or other relatives were their greatest source of college funding.

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<sup>4</sup> If they had mentioned only one source, it was assumed to be the greatest source of funding. Of the 1,700 college freshmen and sophomores we interviewed, slightly more than 100 mentioned only their parents as a source of funding and slightly more than 100 mentioned only their own money.

Table 2-7. Sources of College Funding, by Gender (percent)

Source	Men		Women	
	Greatest	Some Funding	Greatest	Some Funding
Parents/relatives	39	70	35	66
Student loans	17	45	18	47
Own money	22	82	16	76
Grants	12	40	18	48
Academic scholarships	8	32	10	41
Athletic scholarships	2	9	2	8

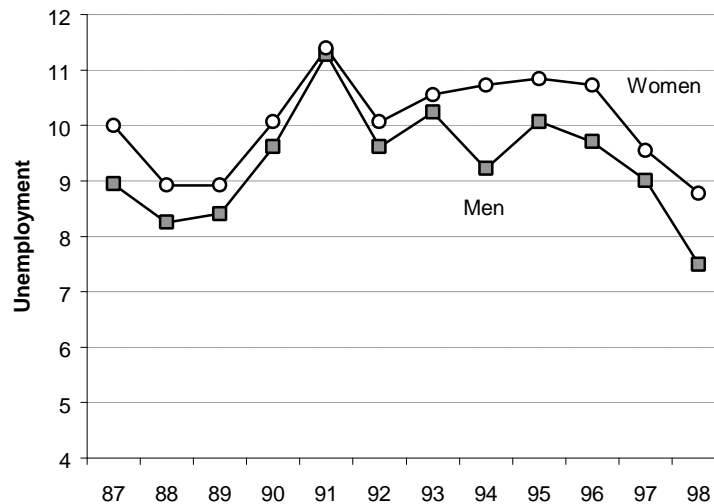
Source: 1998 YATS

The number of minority men and women included in this sample was rather small, ranging from 66 Hispanic women to 120 Hispanic men. Such small sample sizes means that estimates are imprecise— $\pm 10$  percentage points. Nonetheless, some differences among White, Black, and Hispanic men and women were observed:

- Whites were more likely than minorities to identify their parents as a source of funds.
- Blacks were more likely to mention grants as a source of funds.
- Black men were more likely to mention athletic scholarships.

**Employment Trends.** Generally, youth leaving high school face three choices: college, civilian employment, and military service. As noted above, most youth want to go to college, and it is within the means of most who have the academic aptitude to pursue it. The current economy provides ample employment options, for youth pursuing college as well as those who have dropped out or stopped out of the education track. As shown in Figure 2-8, unemployment among high school graduates who are not students and have not earned a Bachelor's degree has declined dramatically since 1995.

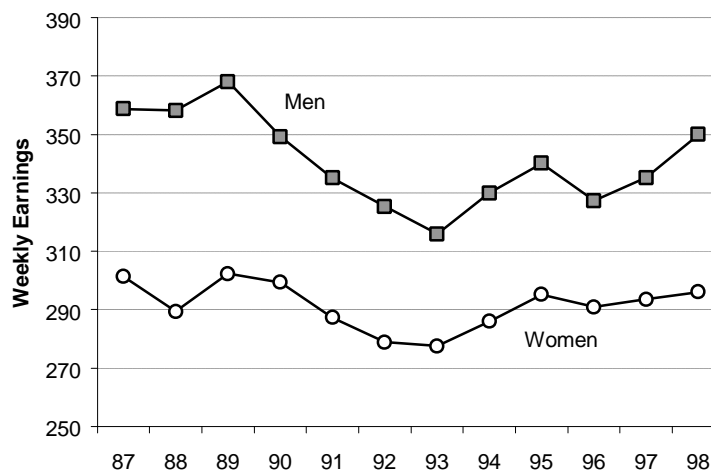
**Figure 2-8. Percent Unemployment Among 19-24 Year-Old High School Graduate Non-Students Who Do Not Have Bachelor's Degrees**



Source: Current Population Survey, September – November monthly files.

Figure 2-9 shows the median weekly earnings of the same youth. The earnings, which are for the respondent's main job, are adjusted by the Consumer Price Index to reflect constant 1998 dollars.

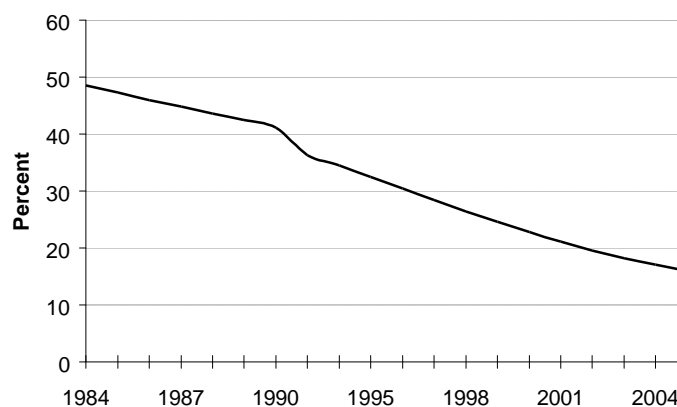
**Figure 2-9. CPI Adjusted Median Weekly Earnings of 19-24 Year-Old High School Graduate Non-Students Who Do Not Have Bachelor's Degrees**



Source: Current Population Survey, September – November monthly files.

**The Declining Number of Veterans.** Still another factor in the dwindling pool of military recruits is that there are fewer fathers of young adults who have served in the military than in the past. At the end of the Cold War, we estimate that over 40 percent of fathers of 18 year-olds had served in the U.S. Armed Forces. In 1998, only 26 percent have fathers who are veterans. By 2005, we expect only 16 percent of enlistment-eligible youth will have parents who have been in the military (Figure 2-10 and Appendix B). Studies by individual services like the Air Force and the Navy have found that the majority of fathers of new recruits are veterans<sup>5</sup>. It seems that sons of veterans are more likely to enlist than sons of non-veterans. The decrease of parents who served in the military and increase of parents who went to college may be influencing the career decisions of the today's youth.

**Figure 2-10. Percent of Veteran Fathers of YATS Age Respondents**



Source: Current Population Survey, October 1990

## Summary

The population of youth from which the Armed Services must recruit enlisted personnel is varied and growing. The population was described in terms of demographic variables—gender, age, school status, employment, race/ethnicity, and geographic region. These variables are intercorrelated: educational achievement obviously varies by age, but also by race/ethnicity and, more subtly, by gender. The race/ethnic composition of the population varies dramatically from one geographic region to another. The next chapter will show that these variables are all related to propensity for military service.

<sup>5</sup> We need the correct reference for the Air Force and Navy studies.

Secondary and postsecondary education is a driving force among emerging youth. It is dramatically tied to income. Most youth aspire to achieve at least a Bachelor's degree. About 85 percent of high school graduates enroll in college, about 65 percent within a year of high school graduation. However, the number of Bachelor's degrees awarded each year is only about 40 percent of the number of high school graduates each year. While the number of high school graduates and the number of youth completing some college classes is increasing steadily, the number of college graduates is hardly increasing at all.

Particularly in the past few years, employment options for youth who have completed high school but not completed college have improved dramatically. For these young men, unemployment has dropped from about 10 percent in 1995 to about 7.5 percent in 1998. In constant dollars, weekly earnings are also increasing for these young men.

Finally, we note that the percent of youth whose parents were in the military is decreasing. We expect that the percent of enlistment-eligible youth who have parents who have been in the military to decrease—from 26 percent in 1998 to a projected 16 percent in 2005.

Overall, demographic and economic trends suggest the Services will have difficulty meeting recruiting goals. In particular, it will be increasingly difficult to meet enlistment goals without drawing either from the pool of non high school graduates or the pool of those who have completed some college.

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### 3. ENLISTMENT PROPENSITY FOR MILITARY SERVICE

Tracking propensity for military service is the most well-know, if not the most important, function of YATS. This chapter presents current information on American youth's propensity for military service. Throughout this chapter, we will reference different propensity measures. In all cases, "propensity" is a percent of youth indicating military service is a likely event in their future. "Propensity" always refers to a response to a survey question, or to several questions. The chapter is broken into distinct sections.

- The first section describes **Propensity Measures** for active military service, and for service in the Reserves, included in the YATS. It describes research showing that these measures are, in fact, correlated with enlistment behavior. It also describes qualitative research which provides some insight into circumstances and thought processes driving a youth's survey response, and helps us interpret propensity statistics.
- The second section identifies **Propensity Related Factors** such as gender, age, and race/ethnicity. It provides measures of these relationships.
- The third section describes **Propensity for Specific Services**. The section shows how propensity for different Services overlaps (youth express propensity for multiple Services) and how propensity for active duty correlates with propensity for the Reserves. Demographic differences in Service-specific propensity are noted.
- The fourth section describes **Trends in Propensity**, showing how propensity has changed in the transition from the military that confronted Communist forces through the Cold War to the reduced military of the post Cold War era. Distinct trends are shown for aided and unaided propensity, for specific Services, and for distinct race/ethnic groups.
- A **Summary** section is included.

This chapter is related to other chapters in this report. Chapter 2 describes the youth population in terms of demographic variables; this chapter shows how many of these are related to propensity for military service. While this chapter describes propensity for military service, Chapter 4 provides insight into reasons for entering military service and barriers to military service. Chapter 5 describes recruiting advertising, and shows it's relationship to demographic considerations and other recruiting efforts.

## Propensity Measures

The questions which measure youth propensity have remained unchanged since the first YATS survey was conducted in 1975. Prior to any mention of military service by the YATS interviewer, respondents are asked about their future plans:

*“Now let’s talk about your plans (after you get out of high school/for the next few years). What do you think you might be doing?”*

Common responses include going to school, working, and entering the military. Respondents are encouraged to indicate all of the things they might be doing, and those who mention military service in general, or one of the Services specifically, are counted as having provided an “unaided mention” of military service—“unaided” because the topic of military service is first mentioned by the respondent, not the interviewer. “Unaided propensity” is the percent of respondents providing an unaided mention of future military service.

After the discussion of future plans, each respondent is asked:

*“How likely is it that you will be serving on active duty in the [Army, Navy, Marine Corps, Air Force, Coast Guard]?”*

The question is asked for each Service, but the order of the questions changes from one respondent to the next to eliminate any order effect. Those who say they will “definitely” or “probably” be serving on active duty are counted as having propensity for the Service named. Propensity for a specific Service is reported as the percent of respondents who indicate propensity for that Service. “Active composite propensity” is the percentage who indicate a propensity for one or more of the four active DoD Services—Army, Navy, Marine Corps, and Air Force. YATS also includes questions similar to that above, asking about service in the Reserves and National Guard.

*“How likely is it that you will be serving in the [Reserves, National Guard]?”*

Since 1990, these questions have followed questions about active duty. Half the respondents, randomly selected, are asked first about service in the Reserves, then are asked about service in the National Guard. The other half of respondents are asked about service in the National Guard first. “Reserve composite propensity” is the percentage who indicate they will “definitely” or “probably” serve in either in the Reserves or National Guard.

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<sup>1</sup> Except in wartime, the Coast Guard is part of the Department of Transportation.

Research shows that YATS propensity measures are valid measures of enlistment behavior. A recent RAND study (Orvis, Sastry & McDonald, 1996) shows that high-quality youth<sup>2</sup> providing an unaided mention of plans to enlist are seven times more likely to enlist than those who say they will “probably not” or “definitely not” serve. Those who, in response to a direct question about the military, say they will “definitely” or “probably” serve are three times more likely to enlist than those who say they will “probably not” or “definitely not” serve. This study is not unique. RAND had found substantially the same relationships in previous studies (Orvis, Gahart, Ludwig, 1992). Brice Stone et al found similar results in a 1993 study (Stone, Turner, Wiggins, 1993). The empirical predictive validity of YATS propensity as a measure of enlistment behavior has been shown repeatedly over the past 15 years.

The empirical validity of propensity notwithstanding, some discussion of the nature of what YATS measures is merited. In general English usage, propensity might be defined as a natural inclination or predisposition to do something. Orvis’s analysis (1992) suggests that these measures capture an “underlying attitudinal or taste-for-service dimension.” Thus, they have a propensity for military service.

However, youth who think they will probably not serve in the military do not necessarily have a predisposition against military service. To help us understand factors influencing youth’s propensity responses, we have recently conducted in-depth interviews with conversations with over 200 young men and women (Berkowitz, et al., 1997, Berkowitz, et al., 1999). These differed from the normal YATS interviews in the level of structure of the interview. In the normal YATS interviews, interviewers are required to read each question verbatim, and responses are tabulated in accord with specific instructions. In the in-depth interviews, the interviewers conducted conversations with youth about a prescribed range of topics dealing with career decisions and attitudes toward military service. Thus, the in-depth interviews provide greater understanding of the factors affecting youths responses to propensity questions. The following examples represent a variety of circumstances affecting youth’s propensity for military service.

- Alfred<sup>3</sup> has known since he was 13 that he wanted to join the Army. His life plan is modeled after his father. He expects to take Army ROTC in college, graduate as a commissioned officer, retire from the military, and get a civilian job where he “won’t have to wear a suit.”
- Bob turned down a college football scholarship because he thought he could do better. He recently lost a part-time job as a server and busboy, and does not see college as an option. He expects to enlist.
- David grew up in a family with constant worries about making ends meet. He dropped out of college after a very marginal freshman year. His friends in college also got caught

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<sup>2</sup> High school students and high school graduates whose AFQT score is projected to be in the top half of the population.

<sup>3</sup> The bulleted stories are true; the names are fictitious.

up in partying and dropped out even sooner. He plans to enlist in the Navy for 4 years, and use this experience to develop better discipline and save money for college.

- Frank has only recently learned that he has been awarded full football scholarships to several 4-year universities. Before receiving notification, he was seriously considering enlisting as a way of paying for college. At that time, he was concerned that a shoulder injury sustained during his senior year of high school might keep him from getting offers.
- Harry, a high school senior, is waiting to hear about the outcome of his applications for financial aid and scholarships for college. “If I don’t got the money to pay or the student aid scholarships, I’ll just have to go into the military—because they have that G.I. Bill stuff.”
- Ike’s position varies: “I can be sure one day and the next don’t know.” He feels his parents say the choice is up to him because they do not want to get blamed if he “messes up.”
- John’s father dropped out of college and joined the Marines to “straighten himself out.” The father feels strongly his son should not have to do the same.
- Kevin, soon to graduate from college, considers the military bureaucratically hidebound, rewarding obedience and conformity, and sees himself as thriving best in milieux that encourage individual initiative and risk-taking.
- Larry opposes military service on moral and religious grounds.
- Neal’s commute from the Bronx to Queens to work is about as far from home as he wants to go.

These stories, and others like them, help interpret our propensity statistics. Generally, responses are consistent with the wording of the propensity questions: they reflect the respondent’s current appraisal of the “probability” of entering military service. “Taste” for military service clearly plays a role (consider Alfred, Kevin, Larry, and Neal). Current circumstances, which might change rather quickly, also affect the likelihood that a youth will choose to enter the military (consider Bob, David, Frank, and Harry<sup>4</sup>).

The changeable nature of each individual’s plans does not lessen the significance of propensity as a measure of interest in military service. The unemployment status of each individual in the labor force can change from one day to the next. Nonetheless, the unemployment rate is a valuable measure of the economy. The propensity of each youth may change with changing circumstances. Still, propensity—the percentage of youth at a particular point in time who feel they will “definitely” or “probably” enter the military—provides a useful measure of the difficulty the Services will encounter in meeting recruiting goals.

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<sup>4</sup> The in-depth interviews provided insight into the changeable nature of propensity, but the phenomenon is not new. *Youth in Transition* (Bachman, 1979), which evaluated propensity of the same individuals at multiple points in their high school career, found that most youth who said they were likely to enter military service one year had revised their assessment the following year. RAND (Orvis, 1996), finds that half of the YATS respondents enlisting had previously indicated they would “probably not” or “definitely not” enter military service, indicating clearly that many youth reconsider their propensity for military service.

Finally, we should note that, while we tend to think of these YATS questions as a measure of *enlistment* propensity, our in-depth interviews remind us that some youth's plans include entering one of the Service Academies, or taking ROTC in college. Alfred's story is a case in point.

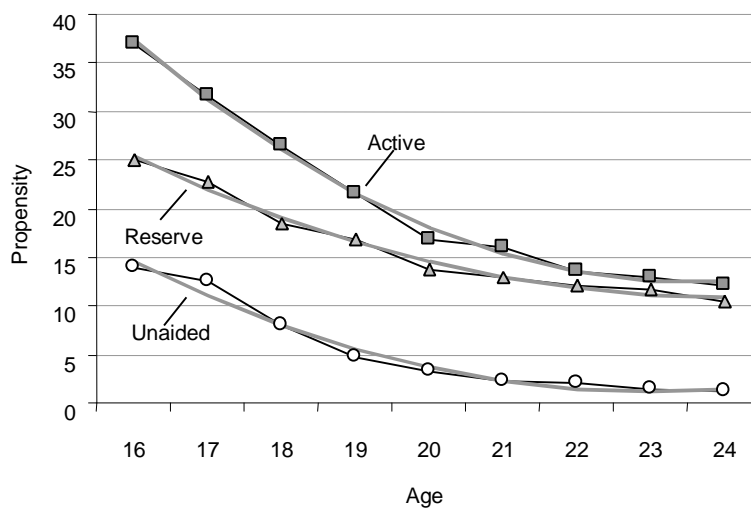
### **Propensity-Related Factors**

Propensity for military service is related to a number of demographic variables. These relationships have been fairly stable over a number of years. This section identifies several factors related to propensity, and shows the nature and strength of these relationships. In general, results in this section are based on data from the 1993 through 1998 YATS administrations. Exceptions are noted.

## Gender and Age

As shown in Figures 3-1 and 3-2, propensity decreases with age. In these Figures, which show unaided, active, and Reserve composite propensity, the smooth lines are regression curves, based on 1993 to 1998 YATS data.

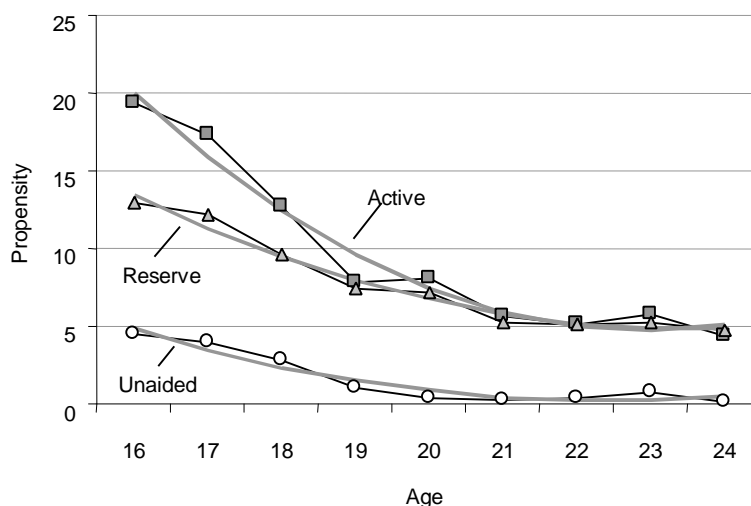
**Figure 3-1. Relationship of Propensity to Age Among Young Men**



Note: Broken lines are observed averages for the combined 1993 through 1998 YATS data. Trendlines are second-degree polynomial regression curves fit to observed averages.

Source: 1993 – 1998 YATS

**Figure 3-2. Relationship of Propensity to Age Among Young Women**



Note: Broken lines are observed averages for the combined 1993 through 1998 YATS data. Trendlines are second-degree polynomial regression curves fit to observed averages.

Source: 1993 – 1998 YATS

As Figures 3-1 and 3-2 show, propensity declines rather dramatically with age: the propensity of 16-17 year-olds is two or three times greater than the propensity of youth over 20. The figures also show that, among the youngest men and women, propensity for active service is higher than for service in the Reserve or National Guard units. The difference, however, decreases with age, and 21-24 year-olds have approximately the same propensity for Reserve as for active service. It is also clear that young men have considerably greater propensity for military service than young women. In-Depth interviews with women (Berkowitz, et al., 1999) suggest that many young women place a high value on maintaining close relationships with their family and with close friends, and are more reluctant than young men to break these ties. The strength of family ties, and their impact on propensity for military service, is shown in the next chapter, among reasons offered for not entering military service. The In-Depth interviews also suggested many women place a high value on careers that help people (many are particularly interested in health care). Thus, there are reasons to expect that fewer women than men will be interested in military service.

## Scholastic Status

Propensity also varies by scholastic status. In general, persons with higher levels of educational achievement are less likely to indicate a propensity for military service. It should be noted that among high school students' propensity for active service is somewhat higher than for Reserve/Guard service. Among college students and high school graduates, approximately equal numbers of youth express propensity for active as for Reserve service.

**Table 3-1. Propensity by Education, Gender**

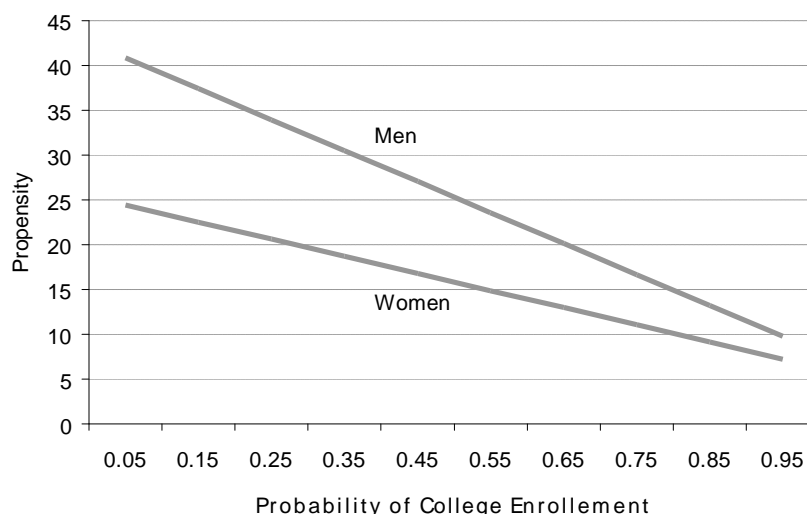
Education Level	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
<b>Students</b>						
H.S. Juniors	14	37	25	5	19	14
H.S. Seniors	12	30	22	4	16	12
Postsecondary Vo-Tech	3	18	15	1	8	8
2-Year College	2	15	15	1	7	8
4-Yr College						
Freshmen	2	12	11	0	6	6
Sophomores	1	10	9	0	4	5
Juniors	1	9	9	0	4	4
Seniors	1	8	7	0	3	2
Graduate Students	1	7	5	0	2	1
<b>Non-Students</b>						
H.S. Dropouts	5	30	24	0	12	10
H.S. Grads (no college)	4	19	16	1	8	7
Some College (not BS)	1	10	10	0	5	5
College Grads (BS +)	1	5	4	0	3	1

Source: 1993 – 1998 YATS

### Educational Prospects

Historical YATS data also show that propensity varies, not only by one's educational achievements or status, but also as a function of one's educational prospects<sup>5</sup>. Figure 3-3 illustrates the relationship between propensity for military service and the likelihood of attending college. Among school seniors who are very unlikely to go to college, about 40 percent of the males and 20 percent of the females indicate a propensity for military service. Propensity is around 10 percent for the high school seniors most likely to attend college a year after high school graduation. Thus, it appears that propensity is inversely related to one's educational prospects, as well as one's educational status.

**Figure 3-3. Relationship of Propensity for Military Service to High School Seniors' Likelihood of Attending College within a Year of Graduation**



Source: 1990 – 1994 YATS, 1993 – 1998 YATS<sup>6</sup>

<sup>5</sup> In the 1991, 1992, and 1993 YATS administrations, half of the respondents had been interviewed previously. Thus, we were able to identify which of the high school seniors interviewed in a particular year were, in fact, full time college students the following year. Furthermore, we were able to identify factors that were predictive of college attendance, and to predict with modest accuracy the probability that a particular respondent would, in fact, be a full-time college student the year after he or she was a high school senior. The predictive factors: the highest math course taken in high school (first year algebra through calculus), whether they took business math, whether they said they planned to go to college full time, whether they had taken college entrance examinations, high school grades, whether their mother had gone to college, and whether, as a high school senior they were 17 years old (some are 18).

<sup>6</sup> The algorithm for estimating probability of college attendance was taken from 1990 - 1993 base-year interviews and 1991 – 1994 follow-up interviews. Propensity data in this figure are 1993 – 1998 YATS data.

## Employment Status

Propensity also varies by employment status. Because employment is likely to be much more important to nonstudents than to students, the relationship of employment to propensity was examined for students and nonstudents separately (Table 3-2). Clearly, youth who are unemployed and looking for work have a higher propensity for military service more often than those who are employed, or are not looking for work.

Nearly all nonstudents are in the labor force—either employed or looking for work (in 1998, for example, all but 4 percent of male nonstudents were in the labor force). Thus, the propensity of young, male non-students who do not want a job is of little practical significance to the Services.

**Table 3-2. Propensity by Employment, Gender**

Education Level	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
<b>Students</b>						
Employed	7	21	16	2	9	7
Unemployed, looking	12	36	27	5	23	17
Unemployed, not looking	5	16	12	1	8	5
<b>Non-Students</b>						
Employed	3	18	14	1	7	6
Unemployed, looking	6	28	22	1	15	13
Unemployed, not looking	5	20	15	0	6	6

Source: 1993 – 1998 YATS

## Employment Prospects

Propensity depends on employment prospects as well as employment status. YATS provides two measures of perceived employment prospects: anticipated civilian earnings compared to military service, and perceived difficulty in finding a job. To evaluate perceived earnings, nonstudents are asked whether, over the next few years, they would expect to earn more in the military or in a civilian job. Students are asked a similar question: whether they would make more in a military or a civilian job after they finish their education. As Table 3-3 shows, propensity is considerably higher among those who would expect to earn more in the military than in a civilian job.

**Table 3-3. Propensity by Income Prospects in Military vs. Civilian Jobs**

<b>Expected relative earnings in military vs. civilian employment</b>	<b>Men</b>			<b>Women</b>		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
More in military job	17	46	34	4	22	17
Military/civilian same	6	22	17	0	9	7
More in civilian job	2	13	11	1	5	4

Source: 1995 – 1998 YATS

YATS also asks youth how difficult it is to get a job in their community. As Table 3-4 shows, propensity is higher among those who believe it is more difficult to get a civilian job.

**Table 3-4. Propensity by Perceived Difficulty in Getting a Civilian Job**

<b>Perceived difficulty in getting a job</b>	<b>Men</b>			<b>Women</b>		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Almost impossible	10	34	25	2	14	11
Very difficult	7	26	20	2	13	11
Somewhat difficult	6	21	17	1	9	7
Not difficult	4	17	13	1	8	6

Source: 1995 – 1998 YATS

## Race/Ethnicity

Since 1992, propensity among Hispanics has been higher than among Blacks, and Black propensity has been higher than White propensity (Table 3-5). The propensity of other minority populations (Asians, Pacific Islanders, American Indians, Eskimos and Aleutian Natives) is also higher than that of Whites.

As noted earlier, educational achievement is related to both race/ethnicity (Chapter 2) and propensity (Table 3-1). However, educational achievement alone does not explain differences in propensity between Whites and minorities. As Table 3-5 also shows, the propensity of White high school seniors and White high school graduates who have not gone on to college is considerably lower than that of Blacks and Hispanics<sup>7</sup> with the same level of educational achievement.

**Table 3-5. Propensity by Race/Ethnicity**

Race/Ethnicity	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
<b>Total Population</b>						
White	5	16	12	1	5	4
Black	8	29	26	4	18	16
Hispanic	8	38	29	2	20	15
Asian	4	26	22	0	14	12
American Indian	7	28	20	3	13	10
<b>High School Seniors</b>						
White	10	25	16	2	10	7
Black	14	36	30	9	26	20
Hispanic	15	44	33	5	24	17
<b>High School Graduates</b>						
White	1	7	7	1	2	2
Black	3	18	17	2	10	11
Hispanic	3	21	19	0	10	9

Source: 1993 – 1998 YATS

<sup>7</sup> Separate estimates for Asians, Pacific Islanders, American Indians and Eskimos who were high school seniors or high school graduates were not included because of sample size restrictions (they represent significantly smaller portions of the population, and of the YATS sample, than Blacks or Hispanics).

## Parents' Education

In the In-Depth interviews, we sought, among other things, to better understand factors affecting career decision-making in general, and consideration of military service specifically. These interviews suggested that children of educated, affluent parents were unlikely to seriously consider military service—or, at least, they did not consider enlisting. Survey information from enlisted personnel<sup>8</sup> showed limited support for this finding. In Fiscal Year 1997, 17 percent of a representative sample of active-duty enlisted recruits reported their mother had not completed high school, while 17 percent said their mother had graduated from college. Comparable figures for the civilian population were 15 percent and 21 percent.<sup>9</sup>

As Table 3-6 shows, high school juniors and seniors whose mothers who have graduated from college have a lower propensity than those whose mothers have not, and those whose mothers who have graduated from high school have a lower propensity than those whose mothers have not. There seems to be little difference in propensity, however, between children of high school graduates who have completed some college courses (but not graduated) and sons of mothers who have only completed high school.

**Table 3-6. Propensity of High School Juniors and Seniors by Mother's Education**

Mother's Education	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
Less than H.S. Grad	18	49	33	8	26	20
H. S. Grad	14	35	23	5	19	14
Some College	13	33	25	4	16	11
College Graduate	10	23	18	3	11	8

Source: 1993 – 1998 YATS

<sup>8</sup> The Survey of Recruit Socioeconomic Backgrounds, managed by the Defense Manpower Data Center, collects information from a representative sample of about 20,000 new recruits annually. The survey asks recruits about the education of their parents.

<sup>9</sup> These figures are reported in *Population Representation in the Military Services* (page 7-6). Data on military recruits is taken from the on-going survey of recruit socioeconomic backgrounds and is based on approximately 15,000 active-duty recruits representing the Army, Navy, Air Force, and Marine Corps. Civilian comparisons are drawn from the Current Population Survey.

## **Marital Status**

The relationship of marriage to propensity for military service is complex. Marital status, like propensity, varies with age and education: younger men and women are less likely to be married, and nonstudents are more likely to be married than students. Among high school grads, single men and women are significantly more likely to express propensity for military service. Single men are, roughly, 20% more likely to express propensity for military service. As one might expect, marriage has a more chilling effect on the propensity of women.

## **Influencers with Military Experience**

Information from different sources suggests that veterans and current military members have a positive influence on enlistment. Many YATS respondents point to contact with persons who are or have been in the military as a basis for changing interest in military service (see Chapter 4). A Navy study (Schmitz & Boyer, 1996) found that enlistment rates are correlated with military/veteran population—youth from counties with high military/veteran populations are more likely to enlist than those from counties with few veterans or military personnel. In recent years, we have asked YATS respondents whether their parents and close relatives have been in the military, or whether they have friends their same age with military experience.

Having friends with military experience is related to age. Sixteen year-olds will have few friends with military experience, because most of their friends will be too young to have been in the military. Older youth are more likely to have friends with military experience but, for a variety of reasons, will have lower propensity for military experience. Thus, evaluating the relationship of propensity to having friends in the military is somewhat complicated.

Examination of the 1995 – 1998 YATS data showed the relationship we expected among male high school seniors. Thirty-three percent of male high school seniors whose fathers had been in the military expressed propensity for military service, compared to 27 percent among those saying their fathers had not been in the military. Propensity was 32 percent among male high school seniors saying they had friends with military experience, compared to 28 percent among those saying none of their friends had been in the military. Among female high school seniors and graduates, however, we found no statistically significant differences in propensity between those whose friends had been in the military and those whose friends had not served.

### Geographic Region

Propensity for military service varies somewhat by geographic region. As shown in Table 3-7, over the past several years, propensity for military service has been relatively high in the South and West, and relatively low in the Northeast and North Central regions. These statistics appear partly to be the result of the geographic distribution of minorities. Examination of propensity among Whites only shows relatively small regional differences, suggesting that regional differences are, to a significant extent, a function of minority populations.

**Table 3-7. Propensity by Geographic Region**

Census Region	Men			Women		
	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity	Unaided Propensity	Active Composite Propensity	Reserve Composite Propensity
<b>All Race/Ethnic Groups</b>						
Northeast	5	21	17	1	10	8
North Central	5	17	12	1	7	6
South	7	24	18	2	11	9
West	6	24	18	2	11	8
<b>Whites Only</b>						
Northeast	4	16	12	1	6	4
North Central	5	14	10	1	4	4
South	5	18	13	1	6	4
West	5	17	12	1	6	5

Source: 1993 – 1998 YATS

### Gender Differences

Clearly, from the proceeding discussion, fewer women than men are interested in military service. In any particular category (e.g., H. S. seniors & Hispanics), the propensity of women was lower than that of men. In general, the differences are proportional: review of Table 3-1, for example, shows that the composite propensity of women is generally about half that of men, and unaided propensity is about a third that of men. However, women's active composite propensity is not uniformly half that of men; women's unaided propensity is not uniformly a third that of men. Some salient exceptions:

- Active composite propensity of female high school dropouts and, to a lesser degree, high school graduates who have not attended college, is relatively low (Table 3-1).
- Active composite propensity of female students looking for work is relatively high (Table 3-2).

- Married youth have a lower propensity for military service than those who have never been married. However, marriage appears to have a more chilling effect on the propensity of women for military service than it does for men.
- Differences in propensity for different race/ethnic backgrounds are dissimilar. Black women's propensity is disproportionately high, relative to that of Black men, while White women's propensity is relatively low (Table 3-5).

### Propensity for Specific Services

As mentioned earlier, YATS respondents are asked the likelihood of their being on active duty in each of the Armed Services—the Army, Navy, Marine Corps, Air Force, and Coast Guard. They are asked about each of these Services, in turn, though the order in which they are asked is randomized so that no Service is consistently mentioned first (or last).<sup>10</sup>

Historically, propensity has been most closely monitored for 16-21 year-olds with no more than 2 years of postsecondary education.<sup>11</sup> Prior to 1990, youth who had completed more than two years of postsecondary education, or had enrolled for their third year, were not interviewed. Also, prior to 1990, residents of Alaska and Hawaii were not interviewed (though their exclusion has virtually no impact on propensity estimates). These limitations are appropriate for evaluating the enlistment potential of the youth market—only about 1 in 5 enlisted accessions is over 21 years old, and few have completed any college courses.<sup>12</sup> To assure continuity with YATS statistics from earlier years, the statistics presented in this section are limited to the population included in YATS prior to 1990.

Table 3-8 shows the propensity (percent saying they would “definitely” or “probably” be on active duty) for each active Service, and for the “National Guard” and “Reserves.”

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<sup>10</sup> The sequence of questions in the interview schedule is: Coast Guard, Army, Air Force, Marine Corps, and Navy. A starting point is randomly selected, and respondents are asked the likelihood of serving in each Service, in the order given. For example, if Air Force is randomly selected as a starting point, the respondent is asked about the Air Force, Marine Corps, Navy, Coast Guard, and Army, in that order.

<sup>11</sup> Youth who have completed two years and enrolled for a third year are excluded; those who have completed two years, but not enrolled for a third year are included.

<sup>12</sup> *Population Representation in the Military Services*

**Table 3-8. 1998 Propensity: Active Duty and National Guard/Reserves**

<b>Service</b>	<b>Men</b>	<b>Women</b>
Army	12	6
Navy	9	5
Marine Corps	11	4
Air Force	12	7
Coast Guard	8	4
National Guard	10	5
Reserves	14	7

Source: 1998 YATS

Relatively few youth express a propensity for one Service only. Most either indicate they are interested in no military service, or they indicate some likelihood with respect to multiple Services. Table 3-9 shows the percent of youth “propensed” for each Service who indicate also a propensity to join another Service. For example, among the men indicating they would “definitely” or “probably” be in the Army, 71 percent also indicated they would “definitely” or “probably” be in at least one other active Service.

**Table 3-9. Percent of Youth Indicating Propensity for Multiple Active Services**

<b>Reference Service</b>	<b>Men</b>	<b>Women</b>
Army	71	63
Navy	79	78
Marine Corps	72	80
Air Force	68	61
Coast Guard	75	74

Source: 1998 YATS

That youth express propensity for multiple services is not surprising. Youth responding to these questions generally are independently evaluating the likelihood of different events (joining the Army, joining the Navy, etc.) on a 4-point scale (“definitely,” “probably,” “probably not,” and “definitely not”). Even though it is very unlikely they will join two Services, they may feel it likely that they will join a Service and, as they are undecided, they may “rate” different Services the same. One might, for example, give the Army, Navy, and Air Force a “probable” rating indicating it is fairly likely they might join any of these but, because of personal preference, say they will “probably not” join the Marines.

From various sources, we know that most youth, at early stages of considering military service, are not committed to a particular service. From the In-Depth Interviews, we know that many

individuals talk to recruiters from different services (and sometimes pick a particular Service based on personal interactions with the recruiter rather than a commitment to the branch the recruiter represents).

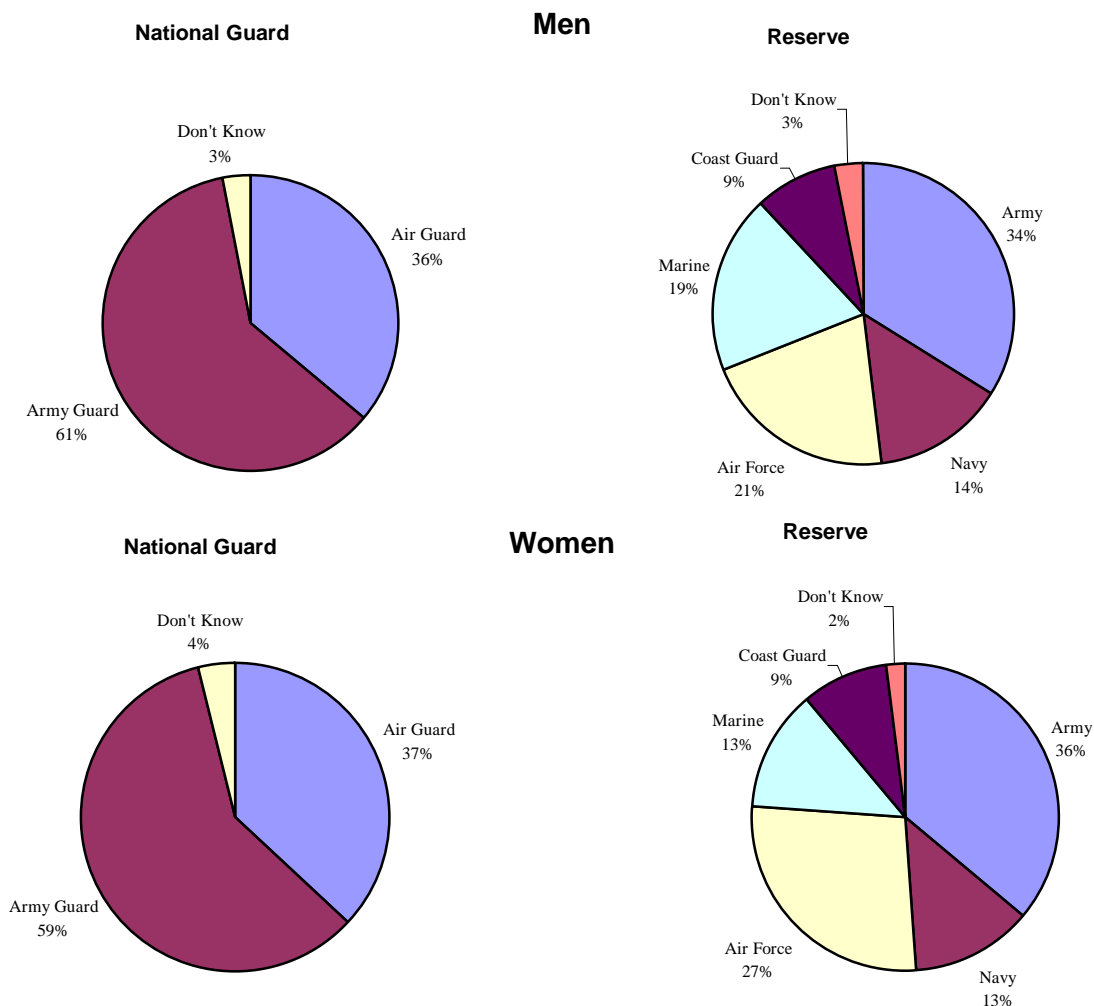
Just as there was considerable overlap in the population of youth saying they are likely to serve on active duty in different Services, there is considerable overlap with interest in National Guard or Reserve service. As Table 3-10 indicates, over 3 out of 4 young men and women who said they would “definitely” or “probably” serve in the Reserves or National Guard had also indicated a propensity to serve on active duty. Of those saying they would serve in the Reserves, a third or more indicated they would “definitely” or “probably” serve in the National Guard. Of those indicating propensity for the National Guard, the majority indicated propensity for the Reserves as well. The implication is that most (but not all) youth saying they will “definitely” or “probably” serve in the Reserves/National Guard do not seem to have an exclusive propensity for the Reserves or Guard. Rather, they seem to be saying that military service is one of the various things they might do, and service in the Reserves or National Guard is a likely alternative.

**Table 3-10. Percent of Youth Indicating Propensity for Both Active and Reserve Service and for Both Reserves and National Guard**

	<b>Men</b>		<b>Women</b>	
	Active	Other Reserve	Active	Other Reserve
Reserves	77	39	76	33
National Guard	79	65	78	60

Source: 1993 – 1998 YATS

Respondents who indicate they will “definitely” or “probably” serve in the Reserves are asked in which branch (Army, Navy, Marine Corps, Air Force, or Coast Guard) they are likely to be serving. Similarly, those who indicate they may be serving in the National Guard are asked to indicate whether they are likely to serve in the Army National Guard or the Air National Guard. Figure 3-4 provides estimates of the percent of young men and women expressing propensity to serve in different branches of the Reserves and National Guard.

**Figure 3-4. National Guard and Reserve Propensity by Gender**

### Service Differences

Historically, propensity for some Services has been higher than for others. More youth, for example, have indicated they were likely to join the Air Force than have indicated they were likely to join the Marine Corps. In general, the factors related to propensity for one Service are the same as those related to propensity for any other Service. Factors related to propensity for service in the Reserves are the same as factors related to propensity for active duty service. Not only are the factors the same, but the quantitative relationships are similar. For example, Figures 3-1 and 3-2, which show the relationship of

age and unaided or active composite propensity might, with appropriate adjustment of the left-hand scale, show the relationship of age and propensity for the Army, Navy, National Guard, etc. There are a few exceptions, but they are relatively minor:

- Women have a relatively low propensity for the Marine Corps. In the past few years, women's propensity for most Services has been about half that of men; women's propensity to join the Marines is about a third that of men.
- Hispanics have relatively high propensity for the Marines. Black men have relatively low propensity for the Air Force.
- Male high school dropouts have relatively low propensity for the Air Force; college graduates have relatively high propensity for the Air Force. Among women, propensity for the Air Force seems to decline less with education level than for the other Services.
- Mother's education has a somewhat lower correlation to Air Force propensity than with propensity for other Services; mother's education has a relatively high correlation with propensity for the Army and Marine Corps.

### Trends in Propensity

Many fewer youth today have a propensity for military service than during the last years of the Cold War. In general, young men's propensity for military service rose during the 1980's, reached a high point in 1991 following Operation Desert Storm, dropped precipitously in 1992, and continues to slowly decline. In general, young women's propensity has remained relatively stable over the past 15 years. However, these patterns are not universal: trends in propensity differ for aided and unaided propensity, differ by race and ethnic group, and differ by Service.

The figures in this section show observed values of propensity for each year since 1984, and include trendlines suggesting long-term trends<sup>13</sup>. To a small degree, the observed values will include some sampling error. In the following charts, sampling error will almost always be less than 2 percentage points, and usually less than 1 percentage point. That is, the propensity estimate shown for a particular year will usually be within 1 percentage point of what we would find if we interviewed every youth in America. For minority populations (Blacks and Hispanics), sampling error will be larger because estimates are based on

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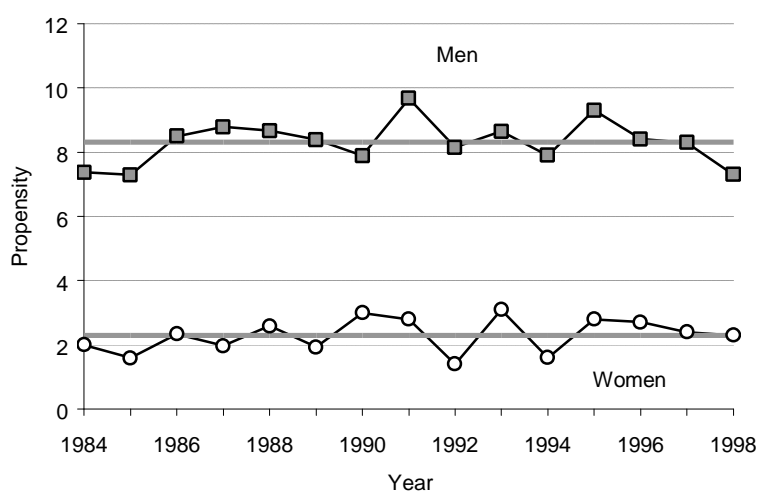
<sup>13</sup> Generally, we fit linear regression lines to observed data for two periods: 1984 – 1989 and 1993 – 1998. In many instances, the fitted regression line was very nearly level; in those cases, we simply inserted a constant regression line. In some instances, the 1993 – 1998 trend appeared to be a continuation of the 1984 – 1989 trend; in such cases, a single trendline was fit. In many instances, the regression line, fit for example to 1984 – 1989 data, is extended to show illustrate a continuing trend, or departure from the trend. While the trendlines we have included fit the data reasonably well, the reader should note that other trendlines might also fit the data reasonably well. The notes below each figure explain the procedures used for the trendlines in the figure.

fewer observations. For minorities, sampling error will almost always be less than 6 percentage points and usually less than 3 percentage points.

Detailed tables of the most recent data shown in this section (1990 through 1998) are in Appendix D. Appendix D includes propensity estimates, estimates of standard errors, and sample sizes.

Figure 3-5 shows “trends” in unaided propensity—the percent of youth volunteering, without prompting from the interviewer, that military service is among their plans for the next few years. On average, since 1984, about 8.3 percent for men and 2.3 percent for women have volunteered that they expect to serve in the military. As suggested by the trendlines, there seems to be little if any change over the past decade in this percentage. The variation around the trendline is hardly greater than might be expected by chance,<sup>14</sup> and deviations from the constant trendline do not seem to follow a pattern.

**Figure 3-5. Unaided Propensity Trends**



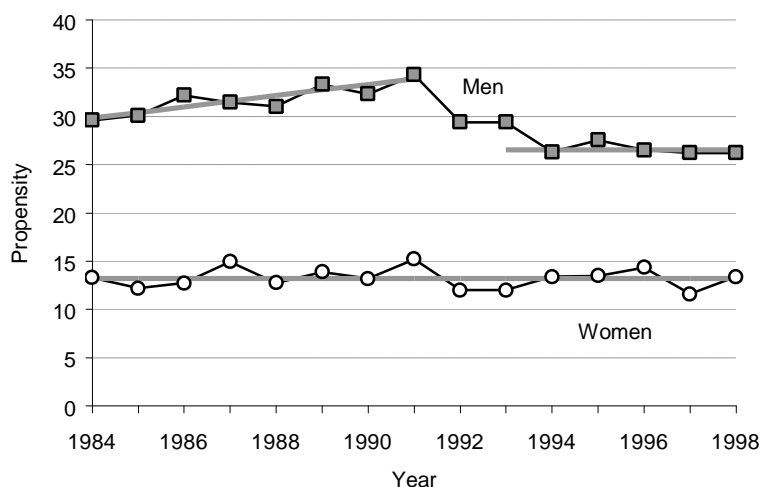
Note: The trendline for both men and women is the average value for 1984 – 1998. Detailed data are shown in Appendix D, Table 11.

Source: 1984 – 1998 YATS

<sup>14</sup> By chance, we would expect about 2/3 of the data points to be within one “standard error of measurement” of the trendline, and about 19/20 to be within two standard errors of measurement. For most years, the standard errors are shown in Appendix D, Table 11.

Figure 3-6 shows trends in Active Composite Propensity—the percent of responding to specific questions about the Army, Navy, Marine Corps, and Air Force, saying they will “definitely” or “probably” be on active duty in the next few years. Active Composite Propensity has changed significantly in the past several years. From 1984 through 1991, young men’s propensity for military service increased about ½ percentage point per year. Between 1991 and 1994, it dropped considerably—from nearly 35 percent to about 26 percent. The past few years, young men’s propensity has been nearly constant. Although women’s propensity has fluctuated somewhat, the long-term trend is constant.

**Figure 3-6. Active Composite Propensity Trends**

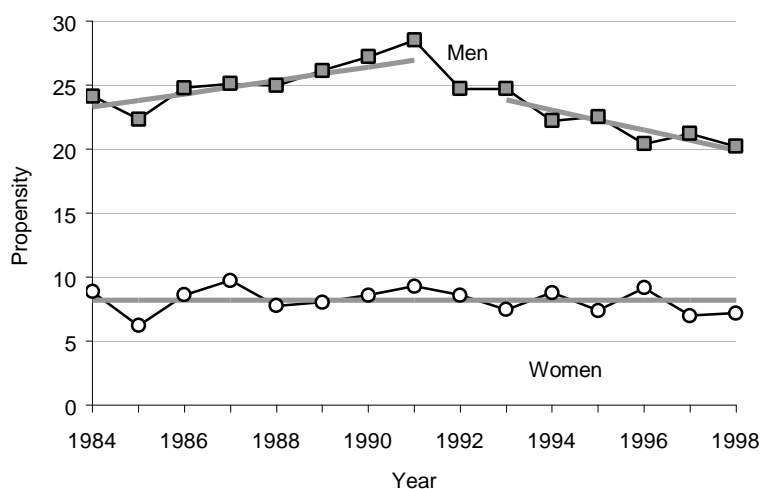


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1991. The second trendline for men is the average value for 1994 – 1998. The trendline for women is the average value for 1984 – 1998. Detailed data are shown in Appendix D, Tables 1 and 2.

Source: 1984 – 1998 YATS

Figure 3-7 shows Active Composite Propensity trends among White youth. As Whites comprise approximately 70 percent of youth, it is not surprising that trends in propensity among White youth closely resemble trends among all youth. Among young White men, propensity trended upwards through the 1980s, increasing about  $\frac{1}{2}$  percentage point per year. Since 1992, White men's propensity has trended downward (about  $\frac{3}{4}$  percentage point per year). Around 8 percent of young White women have said that they would “definitely” or “probably” serve since the 1980s.

**Figure 3-7. Active Composite Propensity Trends Among White Youth**

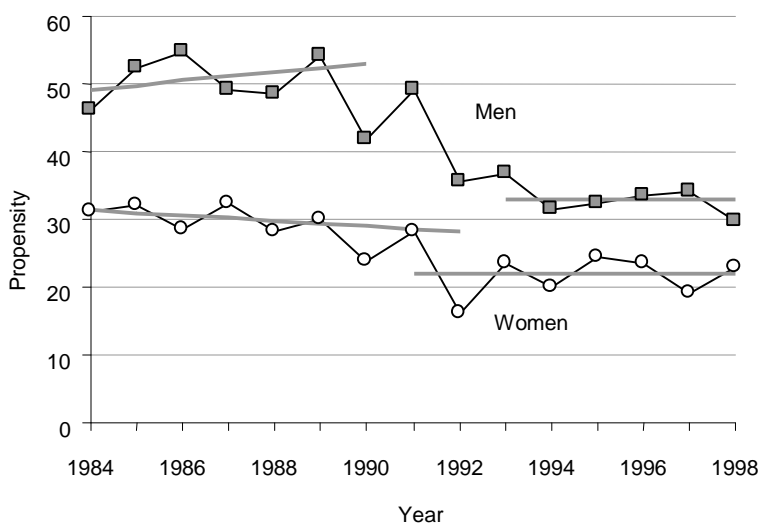


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1991. The second trendline for men is based on 1993 – 1998 propensity. The trendline for women is the average value for 1984 – 1998. Detailed data are shown in Appendix D, Tables 14 and 15.

Source: 1984 – 1998 YATS

Figure 3-8 shows Active Composite Propensity trends among Black youth. In the late 1980s, young Black men's propensity was high and increasing. In 1990, during Operations Desert Shield/Desert Storm, Black men's propensity dropped considerably. At that time, Black leadership in this country suggested that, in the event of a ground war in Iraq, young Blacks would suffer heavy casualties. Black men's propensity appeared to rebound in 1991, but dropped again in 1992. Black men's propensity remains considerably below levels experienced in 1989 and preceding years. The past few years, Black men's propensity has remained around 33 percent, though the data suggest that it is slowly declining. In contrast, young Black women's propensity appears to have been declining in the late 1980s. Black women's propensity did not differ significantly from an average level of 22 percent over the past 6 years.

**Figure 3-8. Active Composite Propensity Trends Among Black Youth**



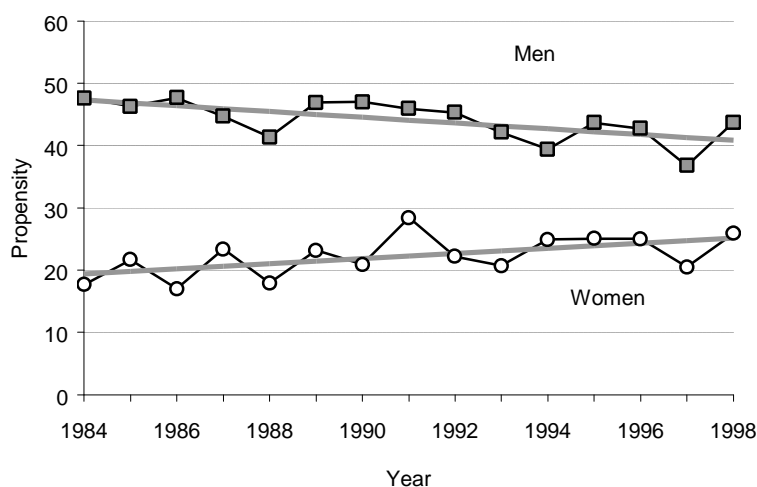
Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the 1993 – 1998 average. The first trendline for women is based on 1984 – 1989 propensity, projected to 1992. The second trendline for women is the 1993 – 1998 average, projected back to 1991.

Detailed data are shown in Appendix D, Tables 14 and 15.

Source: 1984 – 1998 YATS

Figure 3-9 shows Active Composite Propensity trends among Hispanic youth. The data indicate a long-term downward trend in Hispanic men's propensity for military service since the 1980s.<sup>15</sup> In contrast, Hispanic women's propensity appears to be gradually increasing.

**Figure 3-9. Active Composite Propensity Trends Among Hispanic Youth**



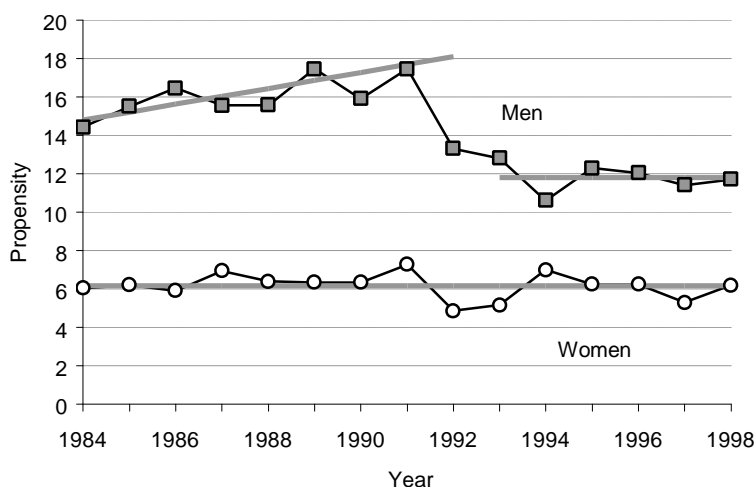
Note: The trendlines for both men and women are based on 1984 – 1998 propensity. Detailed data are shown in Appendix D, Tables 14 and 15.

Source: 1984 – 1998 YATS

<sup>15</sup> We fit separate trendlines for the 1984 – 1989 and 1993 – 1998 periods, and found them to be nearly identical. One 1984 – 1998 trendline seemed to fit the data nearly as well as separate trendlines.

Figure 3-10 through 3-14 shows trends in propensity for active service in each of the Services. Generally, these match trends in Composite Active propensity. Figure 3-10, showing trends for the Army, shows men's propensity increasing in the 1980s (about ½ percentage point per year), but dropping sharply from 1991 to 1992. Approximately 12 percent of young men have indicated propensity for the Army the past few years. Women's propensity for the Army has been relatively constant at approximately 6 percent.

**Figure 3-10. Trends in Propensity for Service in the Army**

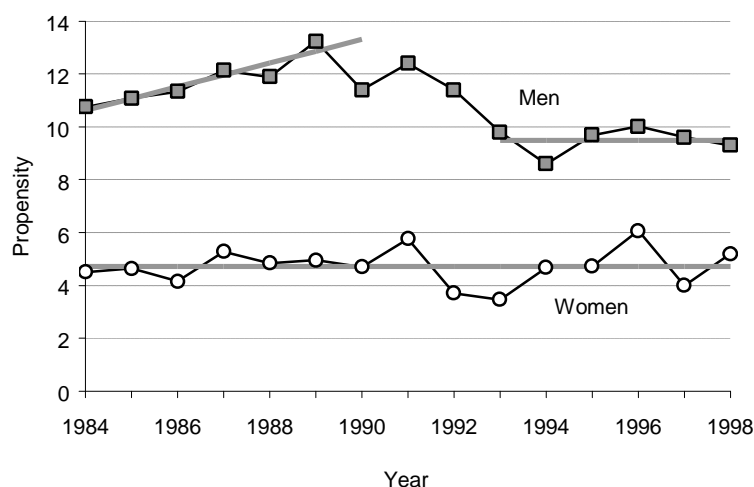


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1992. The second trendline for men is the average value for 1993 – 1998. The trendline for women is the average value for 1984 – 1998. Detailed data are shown in Appendix D, Tables 3 and 4.

Source: 1984 – 1998 YATS

Figure 3-11 shows a similar pattern for the Navy. Men's propensity increased about ½ percentage point per year in the late 1980s, but dropped considerably following Operation Desert Storm. The past few years, slightly more than 9 percent of young men say they will “definitely” or “probably” enter active duty in the Navy. Young women's propensity for the Navy has fluctuated somewhat, but remained about 5 percent.

**Figure 3-11. Trends in Propensity for Service in the Navy**

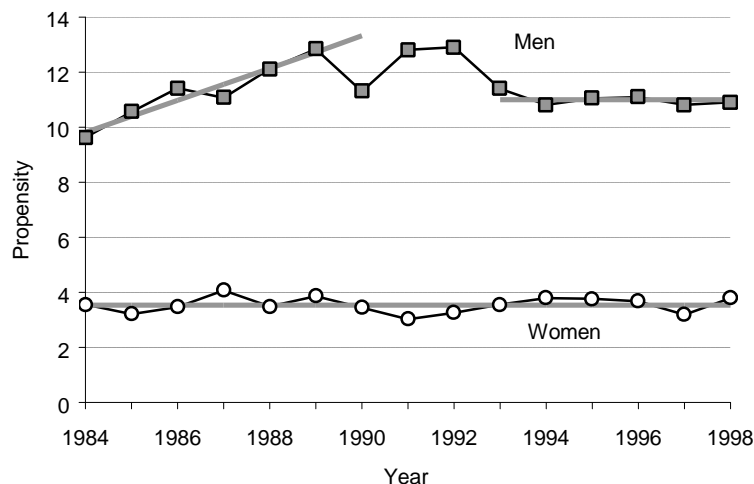


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the average value for 1993 – 1998. The trendline for women is the average value for 1984 – 1998. Detailed data are shown in Appendix D, Tables 5 and 6.

Source: 1984 – 1998 YATS

Young men's propensity for the Marine Corps, too, increased about ½ percentage point per year through the 1980s (Figure 3-12). However, the post Cold War adjustment in Marine propensity is considerably less than for the other Services, and now seems to be steady at about 11 percent. For the past 15 years, between 3 and 4 percent of young women had expressed propensity for the Marine Corps.

**Figure 3-12. Trends in Propensity for Service in the Marine Corps**

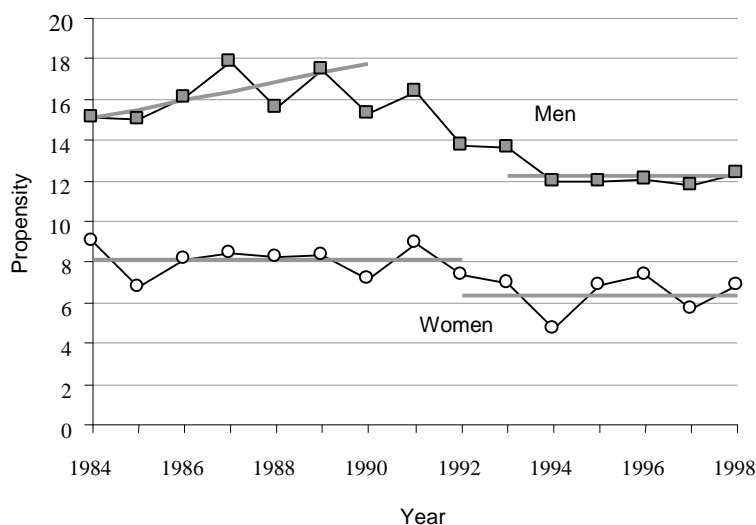


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the average value for 1993 – 1998. The trendline for women is the average value for 1984 – 1998. Detailed data are shown in Appendix D, Tables 7 and 8.

Source: 1984 – 1998 YATS

In the 1980s, young men's propensity for the Air Force (Figure 3-13) increased slightly (on average, about 1 point in 6 years). Young men's propensity for the Air Force, like their propensity for the Army and the Navy, dropped sharply following Operation Desert Storm. For the past 5 years, approximately 12 percent of young men indicate a propensity for the Air Force. Young women's propensity for the Air Force seems to be slightly lower than during the Cold War.

**Figure 3-13. Trends in Propensity for Service in the Air Force**



Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the 1993 – 1998 average. The first trendline for women is the 1984 – 1989 average, projected to 1992. The second trendline for women is the 1993 – 1998 average, projected back to 1992.

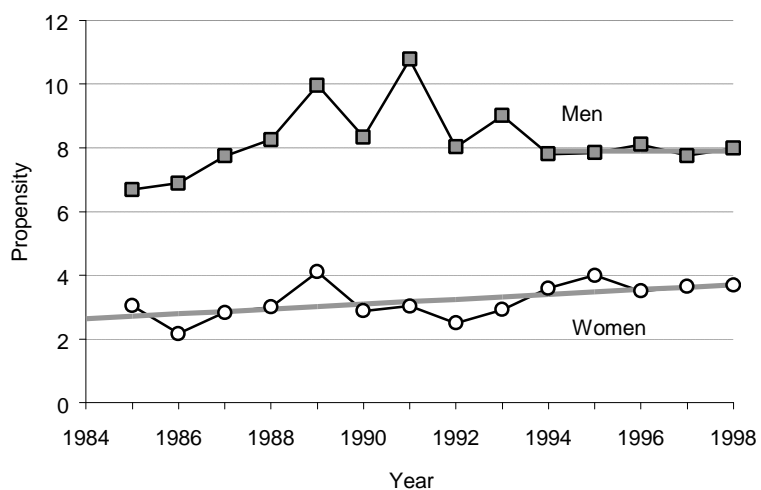
Detailed data

are shown in Appendix D, Tables 9 and 10.

Source: 1984 – 1998 YATS

Young men's propensity for the Coast Guard (Figure 3-14) increased in the 1980s, but dropped to about 8 percent after the Cold War. Women's propensity for the Coast Guard seems to be increasing very slightly (about 1 point in 13 years).

**Figure 3-14. Trends in Propensity for Service in the Coast Guard**

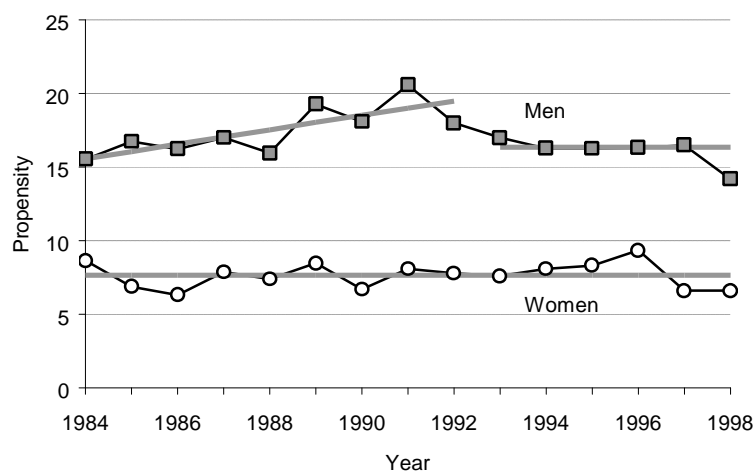


Note: The trendline for men is the average value for 1994 – 1998. The trendline for women is based on 1985 – 1998. Detailed data are shown in Appendix C, Table C-6.

Source: 1984 – 1998 YATS

Propensity for the Reserves seems to follow a pattern common to active Services. Through the 1980s, young men's propensity for the Reserves increased about  $\frac{1}{2}$  percentage point per year (Figure 3-15). In recent years, about 16 percent of young men indicate they join enter the Reserves. Though women's propensity has fluctuated somewhat, the long-term trend is flat, with about 8 percent of women saying they will "definitely" or "probably" enter the Reserves.

**Figure 3-15. Trends in Propensity for Service in the Reserve Components**

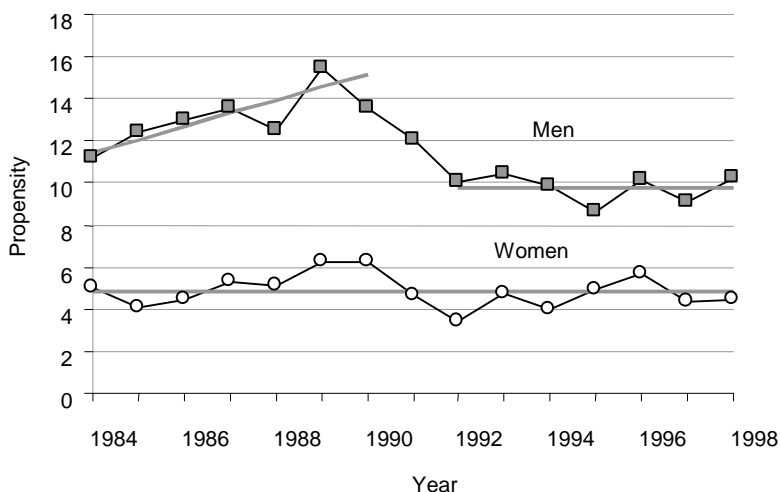


Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1992. The second trendline for men is the average value for 1994 – 1997. The trendline for women is the average value for 1984 – 1998. Detailed data are shown in Appendix D, Tables 12 and 13.

Source: 1984 – 1998 YATS

In the 1980s, young men's propensity for the Guard (Figure 3-16) increased about 0.6 points per year. Guard propensity among young men fell after the Cold War and appears to have been nearly constant since 1992. Young women's propensity for the Army/Air Guard has fluctuated around 5 percent over the past 15 years.

**Figure 3-16. Trends in Propensity for Service in the Army/Air National Guard**



Note: The first trendline for men is based on 1984 – 1989 propensity, projected to 1990. The second trendline for men is the average value for 1992 – 1998. The trendline for women is the average value for 1984 – 1998. Detailed data are shown in Appendix D, Tables 12 and 13.

Source: 1984 – 1998 YATS

Young men and women saying they will “definitely” or “probably” serve in the Reserves are asked in which Service (Army, Navy, Marine Corps, Air Force, or Coast Guard) they are likely to serve. The Service preferences of those propensity for Reserve service have been fairly stable since the end of the Cold War (see Figure 3-4, page 3-19). The Army is most has been most frequently mentioned, but the percent specifying the Army has decreased slightly over the past several years. Although relatively few respondents mention the Navy, the percent expressing propensity specifically for the Naval Reserves appears to have increased slightly. The data suggest the percentages of young men preferring the Air Force Reserves, the Marine Corps Reserves, and the Coast Guard Reserves have changed not at all in the past several years.

## **Summary**

Propensity, the percent of youth saying they will “definitely” or “probably” enter military service, has been shown to be a valid indicator of enlistment behavior: those who say they are likely to join are more likely to join than those who say they are unlikely to join. Research suggests that propensity, as measured in surveys such as YATS, reflects both relatively permanent tastes or preferences (such as a reluctance to leave home) and current circumstances (such as having satisfactory school or work arrangements). Youth’s propensity responses do not distinguish between enlistment and entering the military as an officer (or officer-trainee).

Propensity is related to several demographic factors:

- Propensity is greater for men than women.
- Propensity declines with age.
- Propensity declines with education. Among high school seniors, those more likely to go to college have a lower propensity than those less likely to go to college.
- Unemployed youth have a higher propensity than employed youth; youth who believe they have good job prospects have lower propensity than those who believe they have poorer job prospects.
- Whites have lower propensity than Blacks; Blacks have lower propensity than Hispanics.
- Propensity declines with parents’ education; children of college-educated mothers have a lower propensity than children whose mothers did not attend college.
- Married youth have a lower propensity than single youth.
- High school seniors whose fathers have served in the military have a higher propensity than those who have not.
- Propensity varies by region: propensity is higher in the South and West, lowest in the North Central region.

For most youth, propensity for military service is general, not tied to a specific Service. Most youth who express propensity for one Service express propensity for multiple Services. Most youth who express propensity for Reserve components also express propensity for active service.

In general, young men’s propensity for military service rose during the Cold War, dropped following Operation Desert Storm, and has been declining the past several years. With some possible fluctuations, young women’s propensity for military service has been constant since 1984. However, these generalizations do not hold for specific race/ethnic groups, or for different active Services or Reserve components. Propensity trends for Whites, Blacks, and Hispanics are distinct. Propensity trends for different Services are distinct.

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## 4. REASONS FOR ENTERING OR NOT ENTERING MILITARY SERVICE

### Introduction

The decision to join the military or, conversely, the decision not to join the military, is not simple. For most, the decision is part of their transition from adolescence to adulthood, part of their effort to find an adult career. Each youth's decisions are driven by a variety of factors, by ability and personality, by opportunities and obligations. These factors will vary, of course, from one youth to another, and from one moment to another. From our own conversations with youth, we know that the decision to enlist may change as quickly as a youth's circumstances, or his/her understanding of those circumstances.

### Overview

This chapter introduces reasons for entering military service, and for declining to enter the military. It is based on two types of questions. First, we ask youth, *if they were to enter the military* why they would join. Conversely, we ask why they would not join. Reasons offered may be hypothetical (a youth confident he will not join is invited to offer hypothetical reasons for joining) or actual (the same youth is invited to offer actual reasons for not joining).

The second type of question asks respondents whether their interest in military service has changed over the past year. Those reporting increased interest are asked why their interest increased. Those reporting decreased interest are asked why their interest has decreased.

Both of these types of questions are open-ended—youth respond in their own words. Interviewers may query the respondent to make sure the response is correctly understood and captured, but will not suggest reasons not mentioned by the respondent. In all questions, multiple responses are elicited by the interviewer—if a youth provides one reason for enlisting, the interviewer asks whether there are other reasons. Respondents offering two reasons are asked if there are any other reasons. And so forth. All responses are recorded using an established taxonomy of reasons that is apparent to the interviewer, but

not read to the respondent. The categories used are based on the collective knowledge of recruiting officials and researchers.<sup>1</sup>

Using open-ended questions has advantages and disadvantages. Inevitably, we get “top-of-mind” responses. Many youth have difficulty recalling or articulating reasons for joining or not joining, or reasons for changing interest in military service. Many responses don’t fit in any category in existing taxonomies.<sup>2</sup> The alternative to open-ended questions would be to read a list of reasons and asking youth to affirm or deny that different reasons apply to them. The disadvantage to this approach is that it is more likely to elicit false positive responses.

The following sections deal first with reasons for joining and increased interest in military service, then with reasons for not joining and decreased interest. Demographic variations in reasons for joining/not joining are examined within the population of 16-21 year-olds with no more than two years postsecondary education. To minimize sampling error, analysis of demographic factors is based on the combined 1996 through 1998 YATS files. Since the reasons for joining appear to be relatively stable over these years, combining data from different years is appropriate, and results are applicable to the present situation. Trends in reasons for joining are also presented from 1991 to 1998.

A final procedural note. With a few exceptions, youth from different demographic groups offer the same reasons for joining/not joining, in the same proportions. Tables showing breakouts by different demographic groups tend to be repetitive, with rows of percentages that vary only as a function of sampling error. We present a few such tables showing the percent of youth offering different reasons for joining/not joining, broken out by gender, propensity for military service, and race/ethnicity. Subsequently, we describe demographic variations in reasons for joining and not joining, but omit tables in which most entries would simply repeat statistics shown in earlier tables.

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<sup>1</sup> The YATS questionnaire is annually reviewed by recruiting officials and researchers representing each of the Armed Services as well as DoD. These reviewers are familiar not only with prior YATS results, but also with years of qualitative and quantitative studies of enlistment behavior.

<sup>2</sup> Periodically, we ask interviewers to record verbatim responses that don’t fit existing categories. These are reviewed to discern appropriate categories of reasons not included among those previously identified. Efforts in recent years have confirmed that our current taxonomies of reasons for joining/not joining are complete. Thus, we are confident that no significant response categories have been omitted.

## Reasons for Entering Military Service

In the YATS interview, respondents are asked<sup>3</sup>:

*If you were to consider joining the military, what would be the main reasons?  
(Any other reasons?)*

Respondents offer reasons in their own words, and are encouraged to give multiple reasons. The interviewer did not suggest any reasons to the respondent, but recorded responses using the list of reasons shown in Table 4-1. Some youth declined to offer reasons for joining, saying that they would not consider joining; these are shown in Table 4-1 as *would not consider*.<sup>3</sup>

**Men and Women.** Table 4-1 shows the percent of men and women mentioning different reasons for joining, overall and by composite active propensity. Frequently mentioned reasons include both tangible (pay for education, job training, pay), and intangible (duty to country, discipline, self-esteem) reasons for joining. Women are more likely than men to mention educational benefits and less likely to mention any other type of reason for joining.

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<sup>3</sup> To reduce response burden, many YATS questions are asked of only a subset of respondents. Half of respondents, randomly selected, are asked why they might join and why they might not join. Those not asked these questions are asked whether their interest in military service has increased or decreased in the past year, and those reporting a change are asked for reasons for the increase/decrease.

**Table 4-1. Main Reasons for Joining Among Young Men and Women by Composite Active Propensity**

	Men			Women		
	Propensity		Total	Propensity		Total
	Positive	Negative		Positive	Negative	
Money for education	33	31	32	33	37	37
Job training	34	21	24	31	16	17
Duty to country	18	11	13	13	9	9
Pay	12	11	11	10	9	9
Travel	10	7	8	9	6	6
Develop discipline	7	5	6	5	3	4
Job security	7	5	5	6	4	4
Self-esteem	10	4	5	8	3	4
<i>Would not consider</i>	0	7	5	0	10	9
Family tradition	6	3	4	5	2	3
National defense	3	2	3	3	2	2
Retirement benefits	4	3	3	3	2	2
Physical challenge	4	3	3	3	2	2
Nothing better to do	2	3	3	3	2	2
Mean number of mentions	1.5	1.1	1.2	1.3	1.1	1.1

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States. Numbers in the table are percentages except for last row.

Source: 1996 - 1998 YATS

**Propensity Effects.** Table 4-1 also breaks out responses by positively propensed (they said they would “definitely” or “probably” serve on active duty in at least one of the Services) and negatively propensed youth (they consistently said they would “probably not” or “definitely not” serve on active duty). Some reasons (e.g., money for education, pay) seem to be equally salient to all youth, regardless of their interest in military service. Others, however, are more frequently mentioned by youth who are considering joining than those not considering joining. Youth expressing a propensity for military service are more likely to mention job training, duty to country, and self-esteem<sup>4</sup>.

Respondents also vary in the number of reasons offered. The majority of respondents offer only one reason for joining. A few offer no reasons at all; only a few offer three or more reasons. The last row in Table 4-1 indicates the average number of reasons mentioned by youth. Youth with a propensity for military service offer more reasons than do youth saying they will “definitely not” or “probably not” enter military service. This only stands to reason. Youth likely to join will have given military service more thought, and more reasons for joining will come to mind.

**Race/Ethnicity.** Table 4-2 presents reasons for joining by racial/ethnicity. Response patterns are similar across racial/ethnic groups, with only scattered differences. White men and women are somewhat more likely than minorities to mention money for education (as noted in Chapter 2, they are somewhat more likely to go to college). Black men seem somewhat less likely to mention job training or duty to country; somewhat more likely to mention pay. Hispanic men seem somewhat more likely to mention self-esteem. Minority women are more likely than Whites to mention job training. Like Black men, Black women are more likely to mention pay and travel, less likely to mention duty to country. The average number of reasons mentioned does not differ by racial group

**Table 4-2. Main Reasons for Joining Among Young Men and Women by Race/Ethnicity**

	Men Race/Ethnicity			Women Race/Ethnicity		
	White	Black	Hispanic	White	Black	Hispanic
Money for education	33	29	31	38	34	34
Job training	25	21	27	16	21	20
Duty to country	13	10	13	11	6	9
Pay	11	14	11	9	12	8
Travel	7	9	7	6	9	6
Develop discipline	6	4	6	3	4	3
Job security	5	5	6	4	5	3
Self-esteem	5	6	8	3	5	5
Would not consider	5	6	4	10	9	7
Family tradition	4	4	3	3	2	3
National defense	3	1	3	2	1	2
Retirement benefits	3	3	3	2	2	2
Physical challenge	3	1	4	2	1	2
Nothing better to do	2	4	3	1	2	2
Mean number of mentions	1.2	1.2	1.3	1.1	1.1	1.1

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States. Numbers in the table are percentages except for last row.

Source: 1996 - 1998 YATS

<sup>4</sup> The differences in the percentages mentioning job training and duty to country are statistically significant for both men and women; the difference in the percent mentioning self-esteem is statistically significant only for men.

**School Status.** The primary recruiting market for the military Services consists of high school seniors and high school graduates not currently enrolled in postsecondary school or training. Generally, high school seniors provide the same reasons for joining as do high school graduates who have not gone on to college. Thus, for both seniors and graduates, the percent offering a particular reason is approximately the same<sup>5</sup> as that shown in the “Total” columns of Table 4-1. There are, however, a few exceptions:

- Seniors are more likely than graduates to mention money for education (40 vs. 29 percent among men; 42 vs. 37 percent among women).
- Seniors are less likely than graduates to mention job security (4 vs. 9 percent among men; 3 vs. 8 percent among women) and travel (7 vs. 11 percent among men; 6 vs. 10 percent among women).
- Male seniors are less likely than graduates to mention job training (23 vs. 29 percent).
- Female seniors are more likely than graduates to mention duty to country (10 vs. 6 percent) and self-esteem (6 vs. 3 percent).

High school graduates who are not in college are much more likely than high school seniors to have experience in the work place and to have tried to make a living. Thus, it is not surprising that they would place a higher priority on practical considerations (job training, job security) and a lower priority on less tangible benefits (self-esteem).

**Veterans.** Most youth report knowing someone who has been in the military, either their elder relatives (e.g., parents, uncles, grandparents) or same-age friends. In the past few years, 34 percent of youth have reported their father had been in the military. In general, children of veteran<sup>7</sup> fathers<sup>8</sup> mention the same reasons for joining as youth with no veteran acquaintances, however, there were some differences:

- Sons of veteran fathers were more likely to mention job training (27 vs. 23 percent).
- Sons of veteran fathers are less likely to say they “would not consider” military service (3 vs. 6 percent).
- Daughters of veterans were more likely to mention travel (8 vs. 6 percent).

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<sup>5</sup> That is, differences would be small, not statistically significant.

<sup>6</sup> The difference is not statistically significant for women.

<sup>7</sup> We use “veteran” to designate persons who have been, or are presently, in military service.

<sup>8</sup> Because of the very low percent of women who were in military service 20 to 40 years ago, very few enlistment age youth have mothers who have been in the military.

About 49 percent of young men and women report having a peer—a friend their own age, who is or has been in the military. Young men with friends in the military are more likely to mention:

- Job training (29 vs. 22 percent);
- Travel (10 vs. 7 percent);
- Self-esteem and develop discipline (7 vs. 5 percent); and
- Duty to country (14 vs. 12 percent).

Young women with military friends are somewhat more likely to mention money for education (42 vs. 35 percent) and job security (6 vs. 3 percent).

## **Historical Trends in Reasons for Joining**

Figures 4-1 and 4-2 present trends in the most commonly mentioned reasons for enlisting in the military from 1991 to 1998. From 1991 through 1995, the percent of young men mentioning money for education increased; since 1995, approximately 1 in 3 young men mention money for education (Figure 4-1). In 1992, about 1 in 3 young men mentioned job training; since 1993, about 1 in 4 mention job training<sup>9</sup>. Since 1993, somewhat more than 1 in 10 young men have mentioned duty to country or pay<sup>10</sup> as a reason for joining.

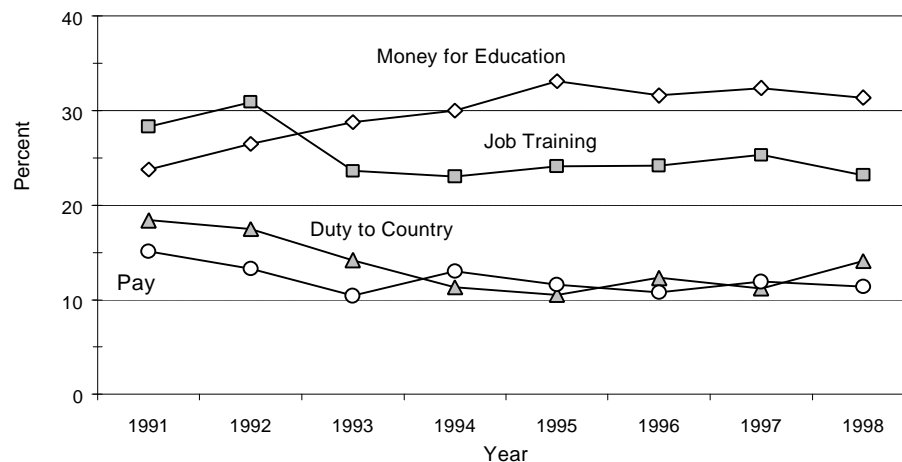
The percent of young women (Figure 4-2) mentioning money for education peaked in 1996, and has since dropped significantly. The percent mentioning job training declined from 1991 to 1994, but has risen steadily through 1998. As with young men, nearly identical percentages of young women (somewhat less than 10 percent) have mentioned duty to country and pay since 1995.

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<sup>9</sup> The drop in mentions of job training coincides with a shift in emphasis in Army advertising away from job training in favor of money for college.

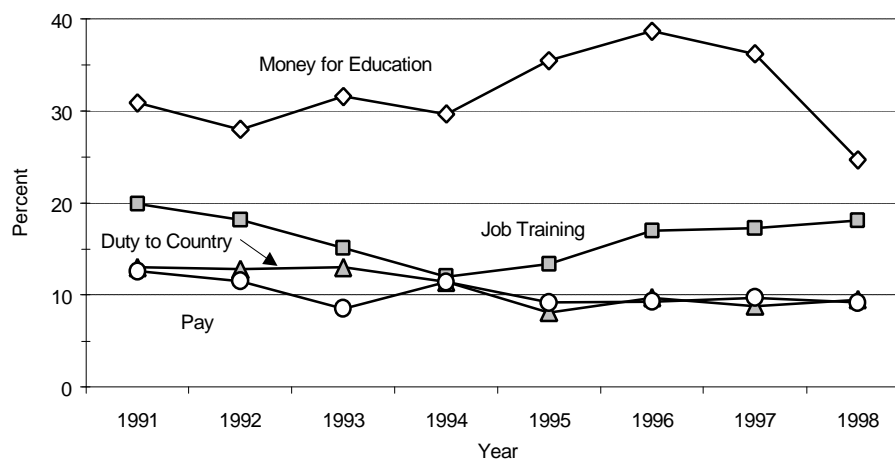
<sup>10</sup> YATS interviewers distinguish between money in general (“pay”) and money specifically for education.

**Figure 4-1. Trends in Common Reasons for Entering Military Service Among Young Men**



Source: 1991 – 1998 YATS

**Figure 4-2. Trends in Common Reasons for Entering Military Service Among Young Women**



Source: 1991 – 1998 YATS

## Alternative Perspective on Reasons for Joining

As described above, half of respondents, randomly selected, are asked reasons for joining. The other half are asked:

*Thinking back to this time last year, would you say your interest in joining the military has...*

*Increased greatly,  
Increased a little,  
Remained the same,  
Decreased a little, or  
Decreased greatly?*

Those reporting their interest has “greatly increased” or “increased a little” are asked to provide reasons for the increase. As with reasons for joining, youth respond in their own words. YATS interviewers are trained to classify remarks into the categories shown in Table 4-3, and guidance on classifying remarks is included in reference manuals retained by interviewers through data collection. Most of the categories are self-explanatory, but some merit comment. The following explanations are taken from the training materials provided to interviewers:

- “Change in life” includes specific references to changes not covered by the other reasons listed, and nonspecific comments by the respondent that life has or will shortly change.
- “Scholastic frustration” represents comments that school is not working out for the respondent, but does not refer to not being able to afford to continue with school.
- “Circumstances unsatisfactory” applies if the respondent indicates dissatisfaction with current personal living circumstances, other than those specifically related to school or work.
- “Money for college” includes money for all types of education, not just college.
- “Recruiter contact” refers to personal contact (telephone calls, recruiter visits school, respondent visits recruiting station, etc.) with military recruiters; receipt of mail is not considered personal contact.
- “Talk with military” indicates the respondent referring to any conversation about military service with anyone, other than a recruiter, who is, or has been, in the military.

Respondents were encouraged to mention up to three reasons for their increased interest; most provided one or two reasons.

Table 4-3 shows the percent of men and women providing reasons for increased interest. These percentages are based on youth who said their interest in military service had increased. Thus, for example, of young men saying their interest had increased, about 6 percent offered “getting older” as a reason for increased interest.

**Table 4-3. Main Reasons for Increased Interest in the Military Among Young Men and Women**

	Men	Women
<b>Life</b>		
Change in life	11	11
Getting older	6	2
Circumstances unsatisfactory	4	3
Scholastic frustration	2	3
Increased obligations	1	2
<b>Money/Finances</b>		
Money for college	23	28
Money	5	4
<b>Job</b>		
Training	15	10
Military provides job	9	7
Dissatisfied with current job	1	0
<b>Saw/Talked</b>		
Talk with military	9	13
Recruiter contacts	6	8
Talk with non-military	4	5
Advertising	3	3
News/world events	1	1
<b>Right Thing to Do</b>	6	7

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States, who said their interest in military service had increased in the past year.

Source: 1996 - 1998 YATS

The most common responses to this question match those offered as reasons for joining (Table 4-1): money for education, job training, and a self-supporting job. Additionally, 11 percent of youth mention that changes in their lives have led to an increased interest in the military. Even though the question asks for a reason for increased interest, most responses seem, rather, to describe reasons for current interest. Thus, to a great extent, this question provides the same information as the “reasons for joining” question. However, it also provides information not elicited by the “reasons for joining” question.

Many youth attribute increased interest to communications ~~Saw~~/Talked), either those supported by the recruiting Services (recruiter contact, advertising), or those not promulgated by the Services (talk with military, talk with non-military, news/world events). Indeed, youth are more likely to cite discussions with military members and veterans as reasons for joining than to cite conversations with recruiters. As noted in the first section of Table 4-3, many youth also mention increased maturity as a reason for increased interest.

## Reasons for Not Enlisting in the Military

In the YATS interview, respondents are also asked to enumerate any reasons they might have for not enlisting in the military!<sup>11</sup>

*What is the main reason you would not consider enlisting in the military service? (Any other reasons?)*

The question is open-ended (interviewers do not read the response categories), and multiple responses are encouraged.

**Reasons Not to Enlist.** Table 4-4 shows the percent of youth offering various reasons for not enlisting. Some of the categories merit an explanation:

- “Military lifestyle” includes any response that refers to objectionable activities or lifestyles that youth might associate with the military (e.g., “The military is too regimented,” “I don’t want to be yelled at all the time”). It also includes any comment on the respondent’s own lifestyle that might conflict with being in the military (e.g., “I want to be able to take off whenever I want”).
- “Other career interests” is coded if the respondent mentions any work-related activity or plan that presumably conflicts with entering the military (e.g., “I have a job,” “My training at Lincoln Institute begins next month”).
- “Threat to life” is coded for any mention of danger or hazards associated with military service.
- “Family obligations” is coded if respondent mentions family relationships as a reason for not joining (e.g., “I have a son/daughter,” “I got married,” “My parents are ill”).
- “Education” is coded if the respondent mentions conflicting educational (as opposed to job training) plans.

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<sup>11</sup> This question is asked of those in the half-sample who were selected to provide reasons for joining.

As indicated in Table 4-4, objections to military lifestyle represent the most common reason not to enlist. Other career interests, family obligations, the length of commitment, or hazards associated with military service, are also frequently mentioned as reasons for not joining. Relatively few youth mention educational plans or activities that preclude military service. Few mention health problems or suggest they would not be qualified. Few mention negative publicity—news stories—in response to this question. Few suggest that military pay is inadequate or that they could get more money in a civilian job (“Pay”).

The last row in the table presents the average number of reasons given for not enlisting given per respondent. The fact that all averages are less than one means that not all youth provided reasons for not enlisting. The modal number of reasons given was one but some youth provided multiple reasons and some provided none. The observed variability in response rates is reasonable. The average number of reasons given is less for men and women with positive propensity than those with negative propensity, as expected.

**Men and Women.** Table 4-4 shows the percent of men and women mentioning different reasons for not entering the military. Nearly one-fifth of men and one-quarter of women provide a response associated with a distaste for perceived military lifestyle. Many youth also cite danger associated with military service, or the length of commitment associated with enlistment (even youth who have very little knowledge of military service seem aware that enlistment typically requires a 4-year commitment). Some mention other career interests, or conflicting family obligations. Very few youth mention negative publicity. Despite current high qualification standards, few youth suggest they would not join because they’re not qualified. The first five reasons for not joining account for approximately 80 percent of all responses.

Men and women generally offer the same reasons for declining interest in military service. However, women are somewhat more likely to mention reasons related to perceived military lifestyle, and much more likely to mention family obligations. In-depth interviews with YATS respondents show many young men and women must put their career-development plans on hold to care for parents and siblings; others’ career plans are constrained by obligations to their own spouse and dependent children.

**Table 4-4. Main Reasons Not to Enlist Among Young Men and Women by Composite Active Propensity**

	Men			Women		
	Propensity		Total	Propensity		Total
	Positive	Negative		Positive	Negative	
Military lifestyle	10	23	19	12	28	25
Other career interests	6	13	12	4	11	10
Threat to life	14	10	11	13	9	10
Long commitment	9	12	11	6	10	10
Family obligations	9	8	9	18	16	16
Against my beliefs	4	7	6	4	6	6
Health	2	4	4	2	4	4
Education	3	4	3	3	4	4
Negative publicity	1	2	2	2	1	1
Pay	2	2	2	1	1	1
Not qualified	1	1	1	1	1	1
Mean number of mentions	0.6	0.9	0.8	0.7	0.9	0.9

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1998 YATS

**Propensity Effects.** Table 4-4 also breaks out reasons for not joining by propensity. As might be expected, youth who do not expect to join offer more reasons for not joining than those who believe they will “probably” or “definitely” join. And, each reason for not joining is more likely to be mentioned by those thinking they won’t join than by those thinking they might join. Two exceptions are noteworthy. First, youth who think they might join are more likely to mention dangers associated with military service. Second, youth who expect they might join are about as likely to mention family obligations as those who think they won’t join.

**Race/Ethnicity.** Table 4-5 presents reasons not to enlist for White (not Hispanic), Black (not Hispanic), and Hispanic men and women. Whites are more likely than minorities to mention other career interests and to object to the long commitment required for military service. As might be expected among a population that has witnessed violence, Blacks are more likely to mention hazards associated with military service. Black men are less likely to mention family obligations, more likely to say military service is against their beliefs.

As might be expected in a culture that places a high value on family ties, Hispanic men and women are more likely to mention family obligations. Hispanic men are less likely to mention objections concerning the military lifestyle.

**Table 4-5. Main Reasons Not to Enlist Among Young Men and Women by Race/Ethnicity**

	Men Race/Ethnicity			Women Race/Ethnicity		
	White	Black	Hispanic	White	Black	Hispanic
Military lifestyle	21	20	13	25	26	25
Other career interests	14	8	7	12	5	5
Threat to life	9	17	11	8	14	11
Long commitment	13	5	11	11	6	8
Family obligations	8	5	14	16	13	21
Against my beliefs	6	9	5	6	5	5
Health	5	2	2	5	2	4
Education	4	3	3	4	3	3
Negative publicity	2	1	2	1	1	2
Pay	2	1	1	1	1	0
Not qualified	2	0	1	1	2	1
Mean number of mentions	0.8	0.7	0.7	0.9	0.8	0.9

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1998 YATS

**School Status.** Generally, high school seniors provide the same reasons for not joining as do high school graduates who have not gone on to college. Thus, for both seniors and graduates, the percent offering a particular reason for not joining is approximately the same as that shown in the “Total” columns of Table 4-4. There are, however, a few exceptions:

- Seniors are more likely than graduates to mention other career interests (13 vs. 10 percent among men; 10 vs. 6 percent among women), or education plans (5 vs. 2 percent among men; 6 vs. 1 percent among women).
- Seniors are less likely than graduates to mention family obligations (6 vs. 11 percent among men; 11 vs. 25 percent among women).
- Male seniors are less likely than graduates to mention military lifestyle (19 vs. 25 percent) or to say they are not qualified (0.4 vs. 2 percent).
- Male seniors are more likely than graduates to mention threats to life (11 vs. 8 percent).

**Veterans.** In general, children of veteran fathers mention the same reasons for not joining as children of nonveterans. They are about as likely to mention other career interests and concerns with military lifestyle, the length of commitment, and threats to life; they are about as likely to say that military service is against their beliefs.

In general, youth with friends in the military also mention the same reasons for not joining as youth who say none of their friends have been in the military. However, young men who say they have

friends who have been in the military are less likely to mention military lifestyle (18 vs. 20 percent) as a reason for not joining.

## Reasons for Declining Propensity

As mentioned earlier, youth were asked if their interest in military service had increased, decreased, or remained the same in the past year. Youth reporting that their interest in joining the military has decreased were asked why it had decreased. Respondents were encouraged to provide, in their own words, up to three reasons for decreased interest (most provided only a single reason). Responses were recorded using categories shown in Table 4-6. A few of these categories merit explanation. The following are taken from the training materials provided to interviewers:

- “Current circumstances preferable” is coded if the respondent indicated his/her current circumstances are preferable to being in the military. However, if the “current circumstances” refer to being a full-time student, the response is coded as “going to school;” if the “current circumstances” involve a job or career, the response is coded as “other career plans.”
- “Recruiter contact” refers to personal contact (telephone calls, recruiter visits school, respondent visits recruiting station, etc.) with military recruiters; receipt of mail is not considered personal contact.
- “Talk with military” indicates the respondent referring to any conversation about military service with anyone, other than a recruiter, who is, or has been, in the military.
- “Not for youth; no interest”—many respondents simply affirm they have no interest in military service without offering a reason for decreased interest.
- “Negative experience” includes only experiences other than news events, recruiter contacts, and conversations with military or nonmilitary personnel.

The most frequently mentioned reasons for decreased interest in military service shown in Table 4-6, “other career plans” and “going to school,” reflect simply that youth have chosen an alternative to military service. This suggests most youth are not rejecting the military, per se, but simply choosing alternative opportunities. On the other hand, 1 in 10 youth reporting decreased interest in military service indicate a distaste for the military. “Other career plans,” “going to school,” “dislike military,” and “not for youth; no interest” capture nearly 60 percent of all reasons given.

It is useful to compare the “Saw/Talked” sections of Table 4-3, “Main Reasons for Increased Interest” and Table 4-6, “Main Reasons for Decreased Interest.” Conversations with recruiters, persons who have been in the military, and persons who have not been in the military are cited as reasons for both increased and decreased interest in military service. Fortunately, the net effect is

positive—these conversations are more often cited as reasons for increased than for decreased interest. Conversations with veterans and military members other than recruiters are more frequently cited as reasons for changing interest than conversations with recruiters.

In contrast, news and world events seem to be more frequently cited as reasons for decreased interest than as reasons for increased interest. Responses to other YATS questions (not presented in this report) indicate that military involvement in foreign countries, such as Somalia, Haiti, and Bosnia, tends to reduce interest in military service.

**Table 4-6. Main Reasons for Decreased Interest in the Military  
Among Young Men and Women**

	Men	Women
<b>Life</b>		
Other Career Plans	19	20
Going to School	16	13
Current Circumstances Preferable	7	8
Employed	6	3
Increased Obligation	5	9
Getting Older/More Mature	1	1
<b>Saw/Talked</b>		
Talk with Military	4	3
News/World Events	2	2
Recruiter Contacts	2	2
Talk with Non-Military	1	1
<b>Military</b>		
Dislike Military	10	10
Not for Youth	9	11
Not Qualified	5	4
Negative Experience	4	4
Danger	2	2
Downsizing	1	0
Base Closings	0	0

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1996 - 1998 YATS

## Summary

We have examined reasons for entering military service and reasons for not entering military service through two types of questions: direct questions asking about reasons for joining and not joining, and questions asking about reasons for increased or decreased interest in military service. The information we get from these slightly different perspectives overlaps.

Frequently mentioned reasons for joining include both tangible (educational funding, job training, pay) and intangible (duty to country, discipline, self-esteem) reasons. Youth interested in military service offer more reasons for joining than those who expect not to serve. In general, the same reasons for joining are offered by different segments of the youth population. Groups differ in the frequency of mention of reasons for joining. Most group differences are predictable and subtle. For example somewhat more women (37 percent) than men (32 percent) mention money for education as a reason for joining. High school seniors are more likely to mention money for education; high school graduates who have not gone to college are more likely to mention job security.

Frequency of mention for different reasons for joining has changed in the past several years. From 1991 through 1995, the percent mentioning money for education increased. Mentions of duty to country have decreased. Mentions of job training have been relatively constant among men since 1993, but have increased among women.

Some of the reasons for increased interest in military service, such as money for education and job training, are similar to those mentioned as reasons for joining. In addition, some youth mention communications as the basis for increased interest: conversations with people who are, or have been, in the military, recruiter contact, conversations with people who have never been in the military, and military advertising. Youth also mention changing circumstances, such as difficulty in school, as reasons for increased interest in military service.

As reasons for not entering military service, youth most often mention perceived military lifestyle. These comments include any activities that youth may associate with being in the military (e.g., “too regimented;” “I don’t want to get yelled at all the time.”) or comments on their own lifestyle that is inconsistent with their perception of the military (e.g., “I want to be able to take off whenever I want.”). Youth mention the length of commitment (most seem to recognize 4 years as a normal tour of duty) or threat to life.

Many youth mention conflicting interests rather than something objectionable about the military *per se*. They may, for example, mention they have a job they like. Some mention family obligations (e.g., “My mother is ill;” “I got married.”). Very few youth say they are not qualified.

Youth from different race/ethnic groups differ in the frequency with which they mention different reasons for joining. Whites are more likely than minorities to mention other career interests, or to object to the length of commitment. Blacks are more likely to mention threat to life or to say that killing is against their beliefs; they are less likely to mention family obligations. Hispanics are more likely to mention family obligations; Hispanic men are less likely to object to the military lifestyle.

Reasons for decreased interest in military service, to a large degree, mirror reasons offered for not joining. As with reasons for joining, communications play a role:

- Some youth mention talking to people who are or have been in the military as a reason for decreased interest. However, the number who mention such conversations as a reason for decreased interest is less than the number mentioned as a reason for increased interest. Thus, conversations with military personnel have a net positive effect.
- Some youth mention talking to recruiters as a reason for decreased interest. However, the number who mention such conversations as a reason for decreased interest is less than the number mentioned as a reason for increased interest. Thus, conversations with recruiters have a net positive effect.
- Some youth mention news events as a reason for decreased interest. The number who mention news events as a reason for decreased interest is greater than the number mentioned as a reason for increased interest. Thus, news events have a net negative effect.

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## 5. MILITARY ADVERTISING AWARENESS

### Introduction

The Department of Defense recruits approximately 200,000 qualified youth into the Services each year to maintain a force with the right mix of skills to ensure military readiness. Moral, mental, and physical standards set by DoD and the Services disqualify large numbers of American youth from serving in the military. Past research has also shown that those youth with a high school diploma are more likely to complete their first term enlistment than others. Aptitude is another qualifying factor. Youth who score at or above the 50<sup>th</sup> percentile on the Armed Forces Qualification Test perform at higher levels during training and in their military jobs than youth with lower scores. Therefore, higher aptitude youth who possess a high school diploma are especially valued and sought out by military recruiters. However, these youth are also sought by other employers and are likely candidates to go on to college. In order for military recruiters to succeed at their recruiting mission, Service advertising campaigns must be well-researched and designed to attract the type of youth that our Armed Forces are seeking. These advertising campaigns contain several key elements, including Service slogans, to attract the attention of qualified youth and get them to consider the military as a career.

### Overview

In this chapter, advertising awareness for each Service (Army, Navy, Marine Corps, Air Force, and Coast Guard) is discussed. The chapter discusses first the relationship of demographic correlates of advertising awareness and secondly, recent trends in advertising awareness and slogan recognition. YATS advertising awareness questions were modified in 1993 to capture more detailed information. Prior to 1993, respondents were not asked to distinguish between active and Reserve/National Guard advertising. Therefore, advertising awareness data collected since 1993 are not comparable to that collected in previous years. In this chapter, demographic correlates of advertising awareness that appear in the tables represent aggregated YATS data from 1993 to 1998. Trends in advertising awareness are presented for 1993 to 1998. Slogan recognition questions have not changed, and trends in slogan recognition are presented for 1990 to 1998.

Awareness of recruiting advertising is correlated to recruiter contact—persons aware of Service advertising are more likely to contact a military recruiter than persons unaware of this advertising. These relationships are presented at the end of this chapter.

### Background

The Services have used different themelines in their advertising campaigns to attract qualified youth into the Services since the All Volunteer Force was instituted in 1973. The following paragraphs summarize the objectives behind the advertising campaigns of the Services.

Using the *Be All You Can Be* theme, one of the advertising industry's most recognized slogans, Army advertising has continually evolved since the 1970's. Various print, radio and television ads have targeted subjects such as civilian career relevance and money for college, while selling intangible benefits such as leadership, personal freedom and individual growth. This advertising portrays the Army as a high-tech, exciting place to learn valuable job skills, do an important job, grow as a person, and to become "all you can be."

The Navy has always promoted traditional benefits such as preparation for the future, money for college, hi-tech skill training, and the adventure of travel to exotic ports of call. These benefits were most recently promoted along with the Navy's core values of Honor, Courage and Commitment with the *Let the Journey Begin* advertising campaign. Secondary benefits of personal growth and teamwork are also emphasized in the campaign.

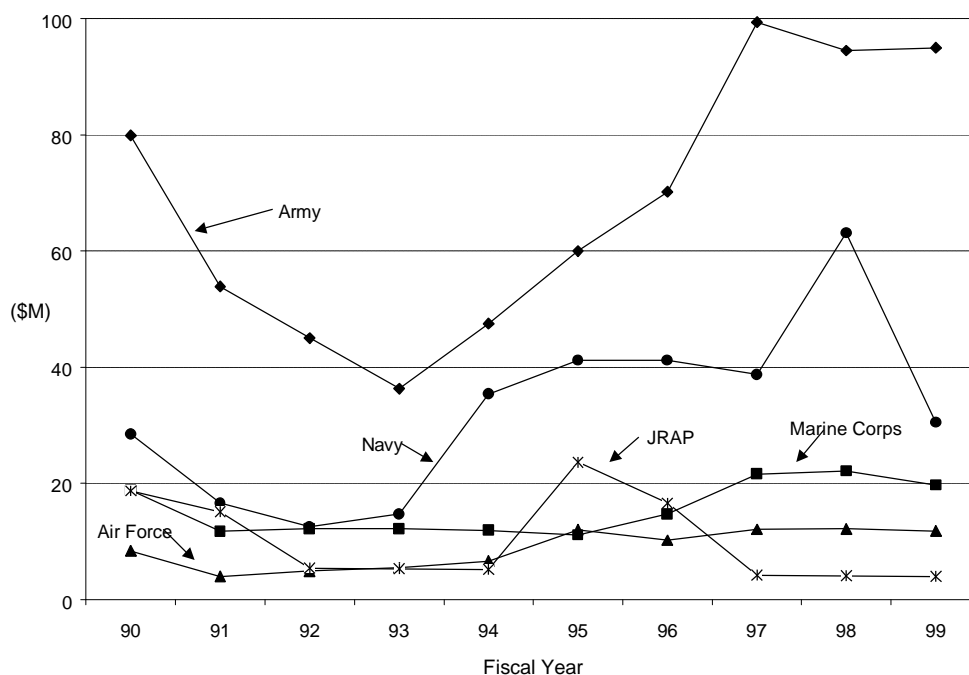
*Aim High* advertising means that youth, in joining the Air Force, can achieve their highest potential through the Air Force's training and education programs and through their quality lifestyle. Air Force advertising grew out of a "whole person" philosophy, that the Air Force develops people mentally, physically, and professionally.

Marine Corps advertising builds on the Marines proud heritage as an elite fighting force. Current advertising stresses the permanent strengthening of character resulting from Marine training.

Coast Guard advertising has generally emphasized the humanitarian mission of the service. In the late 80's and early 90's, the Coast Guard used the slogan *Be Part of the Action*. Consistent with this slogan and the service mission, the executions emphasized the everyday excitement of serving in the Coast Guard. In the mid-90's, Coast Guard advertising adopted a new theme line ~~line~~ *Jobs That Matter*—which presented the humanitarian mission in a different perspective. The *Jobs That Matter* advertising executions emphasized the idea of doing a meaningful job that is rewarding to the individual and to the country.

Figure 5-1 below presents the advertising budgets for each of the Services and the Joint Recruiting Advertising Program (JRAP) for Fiscal Years (FY) 1990-1999. The Army budget is much larger than that of any other Service. Army and Navy budgets have changed dramatically in the last decade.

**Figure 5-1. Service Advertising Budgets**



Note: Constant FY 1999 dollars

Source: Accession Policy [OASD (FMP)]

## Advertising Awareness

### YATS Measures

Questions about military advertising have been modified periodically to meet the needs of DoD and Service advertising managers. Since 1990, we have asked:

*“Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?”*

Those who responded affirmatively were asked follow-up questions:

*“For which military Services did you see this kind of advertising? (Any other Services?)”*

Respondents who were able to name a Service whose advertising they recalled were also asked whether they recalled other Services. Since 1993, response categories to this question have distinguished between advertising for active duty service, and service in the Reserve or National Guard. For example, a respondent who said he or she had seen an Army advertisement would be asked whether the advertising was for the active Army, the Army Reserves, or the Army National Guard. For respondents who could not recall the specific Army advertising component, their response was recorded as “Don’t Know Specific Army Service.”

### **Awareness of Active/Reserve Advertising**

Table 5-1 presents Service advertising awareness by gender for specific Service component advertising recalled. For example, 36 percent of young men recalled seeing or hearing active Army advertising within the past year compared to 27 percent of young women. In general, advertising awareness is higher for active Service advertising than Reserve or National Guard advertising. However, awareness of Army Reserve advertising is twice the level of Army National Guard and nearly as great as active. Awareness is highest for Army and Marine Corps advertising, lower for Navy and Air Force advertising. Coast Guard advertising recall is much lower than any of the other Services. Differences in recall rates among men and women are significant for active advertising only; rates are similar for Reserve and National Guard advertising.

**Table 5-1. Service Advertising Awareness, by Component and Gender**

	Men	Women
<b>Army</b>		
Active	36	27
Reserve	29	28
National Guard	15	14
Don't Know	13	16
<b>Navy</b>		
Active	27	16
Reserve	11	10
Don't Know	9	9
<b>Marine Corps</b>		
Active	34	22
Don't Know	10	11
<b>Air Force</b>		
Active	21	12
Reserve	7	5
National Guard	5	5
Don't Know	8	7
<b>Coast Guard</b>		
Active	6	3
Reserve	3	2
Don't Know	2	2

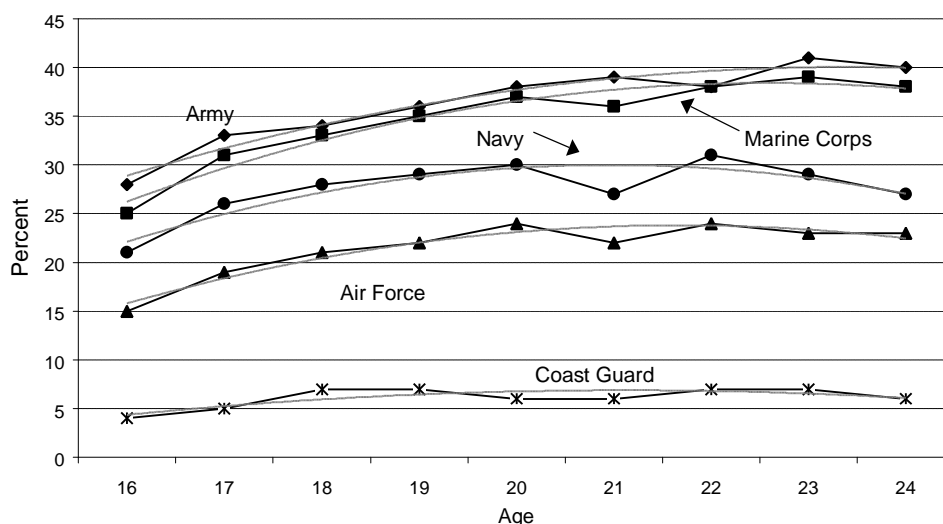
Note: The population reported in this table includes all 16-24 year-old youth.

Source: 1993 – 1998 YATS

## Demographic Correlates of Advertising Awareness

**Age.** Figure 5-2 presents active Service advertising awareness by age for men. Army and Marine Corps advertising awareness increases as age increases. Awareness of Navy and Air Force advertising recall appears to increase with age among teens, but drop off for those over 21. On the other hand, Coast Guard advertising is relatively stable regardless of age.

**Figure 5-2. Active Service Advertising Awareness Among Men, by Age**

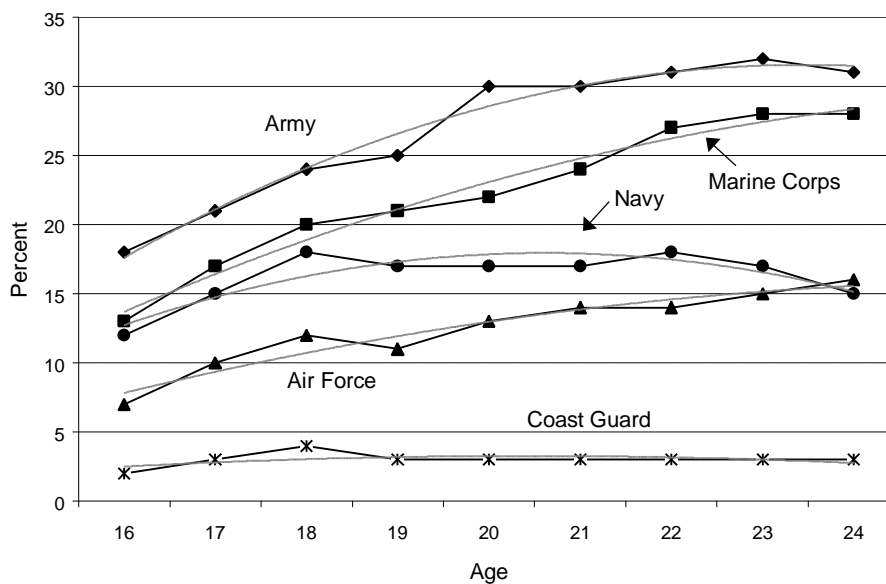


Note: The population in this figure includes all 16-24 year-old youth.

Source: 1993 – 1998 YATS

Figure 5-3 presents findings for active Service advertising awareness among women by age. Generally, Service advertising awareness is lower among women than men, although the ranking of levels is similar. Awareness of Army, Marine Corps, and Air Force advertising increases more sharply with increasing age among women than among men. Awareness of Navy advertising seems to increase with age only among 16-18 year-old women, and to be relatively constant among 18-24 year-olds. Coast Guard advertising awareness is flat in relation to age.

**Figure 5-3. Active Service Advertising Awareness Among Women, by Age**



Note: The population in this figure includes all 16-24 year-old youth.

Source: 1993 – 1998 YATS

**Education.** Table 5-2 shows the variation in advertising awareness by education and gender and classifies the young men and women into student and non-student groups. Advertising recall increased as the level of education increased in both the student and non-student groups for active advertising. Recall is highest among young men and women who have already earned a college degree, but are not currently students. Higher awareness of advertising among more educated youth may be partly due to recruiter influence. Recruiters place a higher priority on recruiting higher-aptitude youth, and recruiter contact may increase youth's awareness of whatever recruiter advertising they do see.

**Table 5-2. Active Service Advertising Awareness, by Education and Gender**

Education	Men					Women				
	Service									
	Army	Navy	Marine Corps	Air Force	Coast Guard	Army	Navy	Marine Corps	Air Force	Coast Guard
<b>Students</b>										
HS Juniors	28	21	24	15	4	17	12	13	7	2
HS Seniors	33	27	33	20	6	23	17	18	10	4
Postsecondary	43	34	43	27	8	32	19	27	15	3
<b>Non-Students</b>										
Dropouts	28	20	27	16	5	20	12	18	8	2
HS Grads	36	26	34	21	6	27	14	20	13	3
Some College	43	31	42	27	8	32	19	29	16	3
BS+	49	37	46	28	8	36	20	34	19	3

Note: The population reported in this table includes all 16-24 year-old youth.

Source: 1993 – 1998 YATS

**Race/Ethnicity.** Table 5-3 presents active advertising awareness by race/ethnicity and gender. Young White men are more likely to recall active Service advertising than Blacks and Hispanics. As noted above, recall of active advertising increases with education. Since educational achievement among Blacks and Hispanics is lower than among Whites, one might suspect that race and ethnic differences are simply the result of educational differences. To evaluate this, we examine race/ethnic differences among high school seniors. As Table 5-3 shows, White male high school seniors have higher recall rates toward active advertising than Black and Hispanic male high school seniors. This suggests that race/ethnic differences in recall are not dependent solely on educational differences.

Table 5-3 also presents corresponding findings for women. Patterns of awareness by race/ethnicity are not nearly as consistent across Service as they were for men. Race/ethnic differences in awareness among female high school seniors are smaller than men.

**Table 5-3. Active Service Advertising Awareness, by Race/Ethnicity and Gender**

Race/Ethnicity	Men					Women				
	Service									
	Army	Navy	Marine Corps	Air Force	Coast Guard	Army	Navy	Marine Corps	Air Force	Coast Guard
White	40	31	38	25	7	29	18	24	14	3
Black	29	19	26	14	4	26	14	18	9	2
Hispanic	26	20	28	13	4	19	10	18	7	2
Asian	28	22	23	15	3	25	14	17	9	4
Indian	29	26	33	20	4	30	14	24	15	3
<b>High School Seniors Only</b>										
White	37	30	34	21	6	24	17	19	11	4
Black	26	17	22	11	5	22	18	16	8	2
Hispanic	23	20	28	12	5	19	13	18	8	3

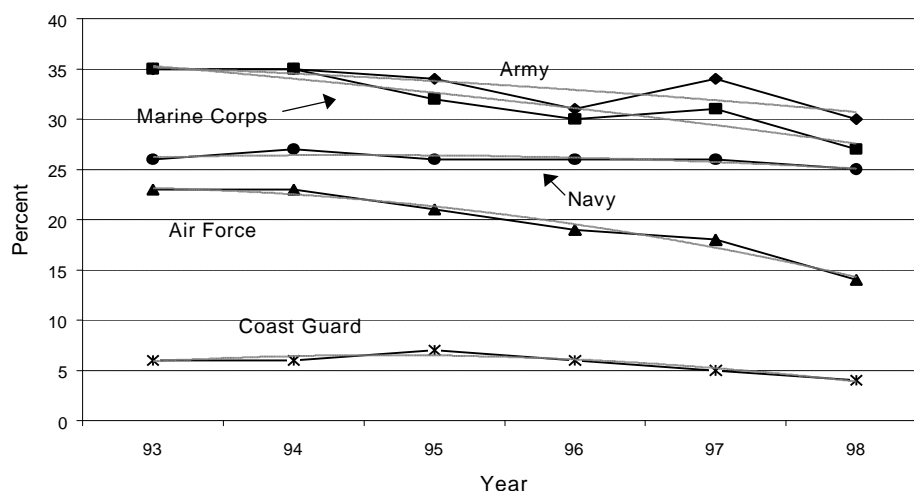
Note: The population reported in this table includes all 16-24 year-old youth.

Source: 1993 – 1998 YATS

### Trends in Advertising Awareness

Figure 5-4 shows trends in active Service advertising recall among men over the 6-year period from 1993 to 1998. Advertising awareness was highest for Army advertising, but only slightly higher than awareness of advertising for the Marine Corps. Recall was lowest for Coast Guard advertising. Recall rates have declined steadily over this period for Army, Marine Corps, and Air Force advertising. The largest drop has occurred for Air Force advertising awareness: awareness of Army advertising in 1998 was about 90 percent of its 1993 value, awareness of Marine advertising about 80 percent of its 1993 value, and awareness of Air Force advertising about 60 percent of its 1993 value. Navy and Coast Guard advertising awareness has been relatively stable during this period and thus, the gap in awareness between Navy advertising awareness and Army and Marine Corps awareness is much smaller in 1998 than in 1993.

**Figure 5-4. Trends in Active Service Advertising Awareness Among Men**

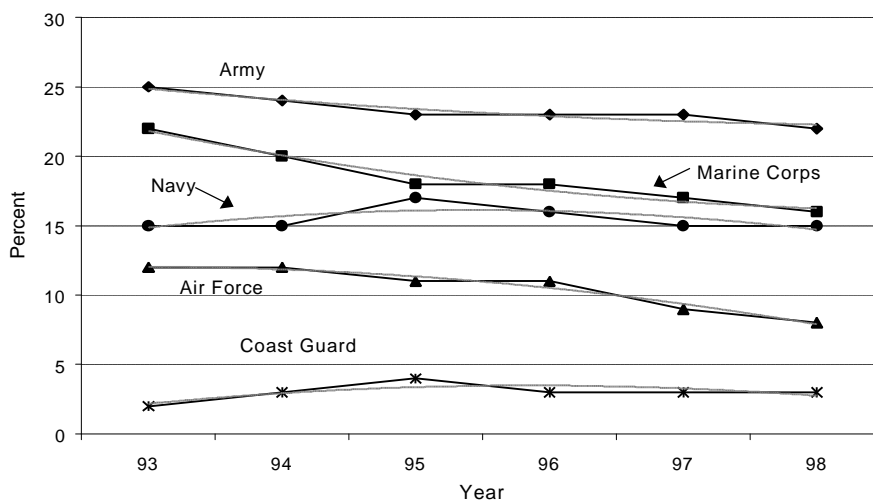


Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1993 – 1998 YATS

Figure 5-5 shows trends in active Service advertising among women from 1993 to 1998. Overall, trends in advertising awareness are very similar to those observed for men. Among women, however, awareness of Marine Corps advertising is much lower than awareness of Army advertising.

**Figure 5-5. Trends in Active Service Advertising Awareness Among Women**



Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1993 – 1998 YATS

## Joint Advertising Awareness

Youth were also surveyed about their awareness of Joint advertising, military advertising for all Services in each television and print advertisement.

### YATS Measures

Youth are asked the following question during the YATS interview:

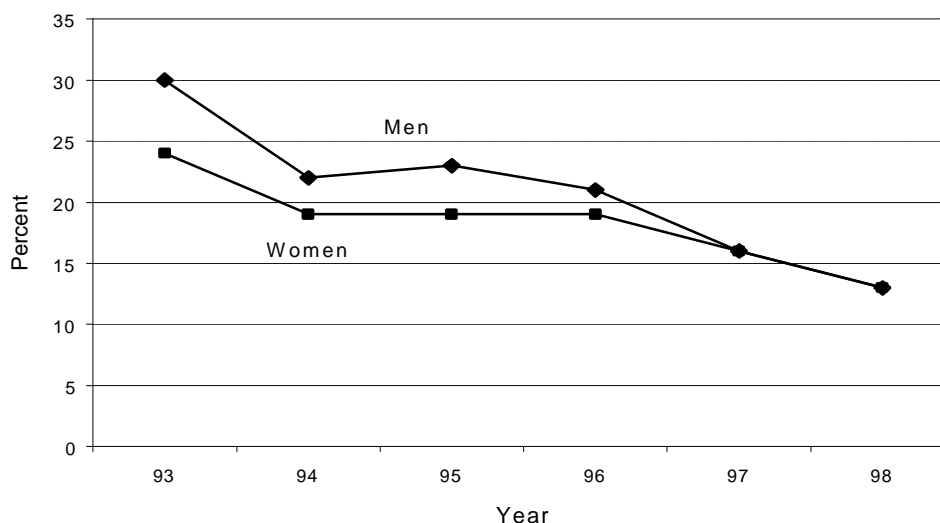
*“Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?”*

Unlike the previous question on advertising recall, this question is considered “aided,” since the question specifically asks about Joint Service advertising. Differences in aided and unaided questions present methodological issues so analysts should not try to compare results between Service-specific and Joint Service recall.

### Trends in Joint Advertising Awareness

As seen in Figure 5-6, recall of Joint Service advertising dropped sharply from 1993 to 1994, and has decreased further since 1996. While men’s awareness of Joint Service advertising has been higher than that of women, awareness levels have been the same the past couple years. Because of the sharper decline in recall among young men, Joint Service advertising recall was at the same level in 1997 and 1998 for young men and women.

Figure 5-6. Trends in Joint Advertising Awareness



Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1993 – 1998 YATS

## Trends in Slogan Recognition

Youth were also surveyed about their recognition of Service advertising slogans, an element of the advertising campaigns that has proven to be very valuable in raising awareness and increasing interest among youth. A caveat: although correct slogan recognition can be an indicator of successful advertising, the primary goal of military advertising is to create awareness and interest in military service, not to increase slogan recognition. While high slogan recognition positively demonstrates the effect of advertising, advertising might nonetheless be effective in stirring interest in military service without achieving high levels of slogan recognition.

This section of the chapter presents trends in slogan recognition among men and women from 1990 to 1998 for each of the Services. Data in these figures represent responses from 16-21 year-old youth with no more than two years of postsecondary education who reside in the 48 contiguous United States.

Table 5-4 presents advertising slogans and the Service associated with each one by the years in which they appeared in the YATS survey and the advertising campaigns of the Services. Three of the Services have introduced new slogans in their advertising campaigns since 1996—Navy (*Let the Journey Begin*), Marine Corps (*The Change is Forever*), and Coast Guard (*Jobs That Matter*). The Joint Service Advertising program also introduced a new slogan *Make It Happen*, in 1995.

**Table 5-4. Service Advertising Slogans: Years in Which Service Slogans Appeared in YATS Survey and Service Advertising Campaigns**

Service	Slogan	Years Appearing in...	
		YATS	Advertising Campaigns
Army	<i>Be All You Can Be.</i>	1987-1998	1980-1998
	<i>Get an Edge on Life.</i>	1990-1998	1989-1994
Navy	<i>It's Not Just a Job. It's an Adventure!</i>	1987-1996	1976-1986
	<i>You and the _____. Full Speed Ahead.</i>	1990-1998	1990-1996
	<i>You Are Tomorrow. You are the ____.</i>	1990-1992	1988-1990
	<i>Let the Journey Begin.</i>	1996-1998	1996-1998
Marine Corps	<i>The Few. The Proud.</i>	1987-1998	1987-1995
	<i>We're Looking For a Few Good Men.</i>	1987-1991	1975-1987
		1994-1997	1993
	<i>The Change is Forever.</i>	1998	1998
Air Force	<i>Aim High.</i>	1987-1998	1980-1998
Coast Guard	<i>Be Part of the Action.</i>	1989-1998	1987-1995
	<i>Jobs That Matter.</i>	1997-1998	1997-1998
Joint Service	<i>It's a Great Place to Start.</i>	1987-1992	1977-1988
	<i>Opportunity is Waiting for You.</i>	1989-1992	1988-1991
	<i>Stand Up. Stand Out.</i>	1990-1992	1990-1991
	<i>Make It Happen.</i>	1995-1998	
Air Force Reserve	<i>It's a Great Way to Serve.</i>	1993-1998	1980s-1998
Army/Air National Guard	<i>Americans at Their Best.</i>	1993-1998	1987-1995
Army National Guard	<i>You Can.</i>	1997-1998	

### YATS Measures

Respondents are asked whether they recognized slogans used by the Services by naming the correct Service affiliated with the slogan. The questions looked like:

***“Which Service used the slogan: *Be all you can be.*?”***

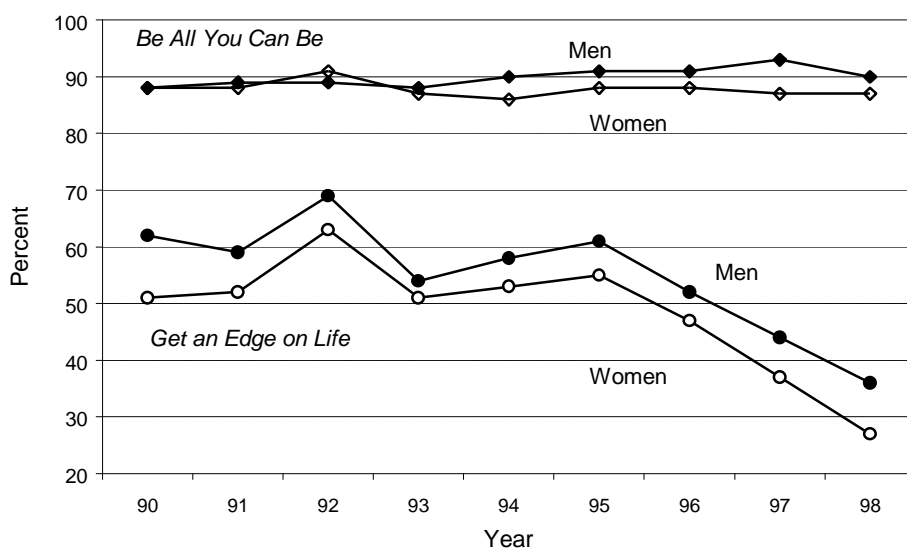
Slogans that included Service names were modified to suppress the name by substituting the word “blank” for the Service. The example below presents a question about a Marine Corps slogan:

***“Which Service used the slogan: *The Few. The Proud. The Blank.*?”***

## Army Slogan Recognition

Trends in Army slogan recognition from 1990 to 1998 are presented for men and women in Figure 5-7. The figure presents recognition rates for two Army slogans *Be All You Can Be* and *Get an Edge on Life*. Recognition of *Be All You Can Be* is much higher than recognition of *Get an Edge on Life* with approximately 90 percent of men and women recognizing the slogan *Be All You Can Be* over the 9-year period. Patterns of recognition among men and women toward *Get an Edge on Life* are similar and show that recognition has decreased over the last 3 or 4 years. Recall that the Army quit using the slogan in 1994 (Table 5-4).

**Figure 5-7. Trends in Correct Army Slogan Recognition**



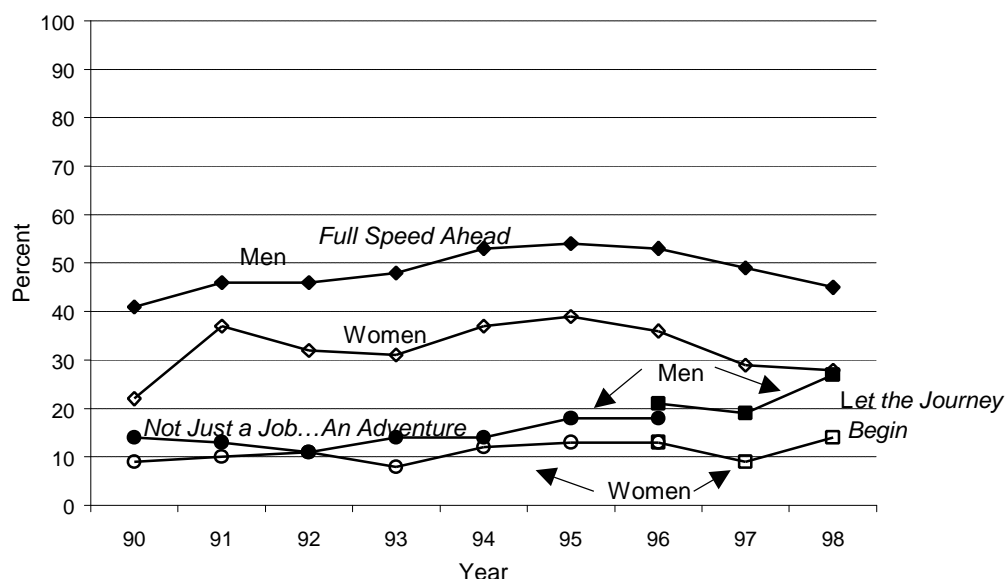
Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1998 YATS

### Navy Slogan Recognition

Trends in Navy slogan recognition over the 9-year period are presented for men and women in Figure 5-8. The figure presents recognition rates for three Navy slogans: *Full Speed Ahead*, *It's Not Just a Job, It's an Adventure*, and *Let the Journey Begin*. Recognition of *Full Speed Ahead* peaked around 1994. On the other hand, recognition of *It's Not Just a Job, It's an Adventure* increased slightly through 1996 before being replaced by the latest Navy slogan, *Let the Journey Begin*. Recognition of this latest Navy slogan is currently between levels displayed for *Full Speed Ahead* and *It's Not Just a Job, It's an Adventure* but the trend indicates that it may be the most recognizable Navy slogan within the next several years.

**Figure 5-8. Trends in Correct Navy Slogan Recognition**



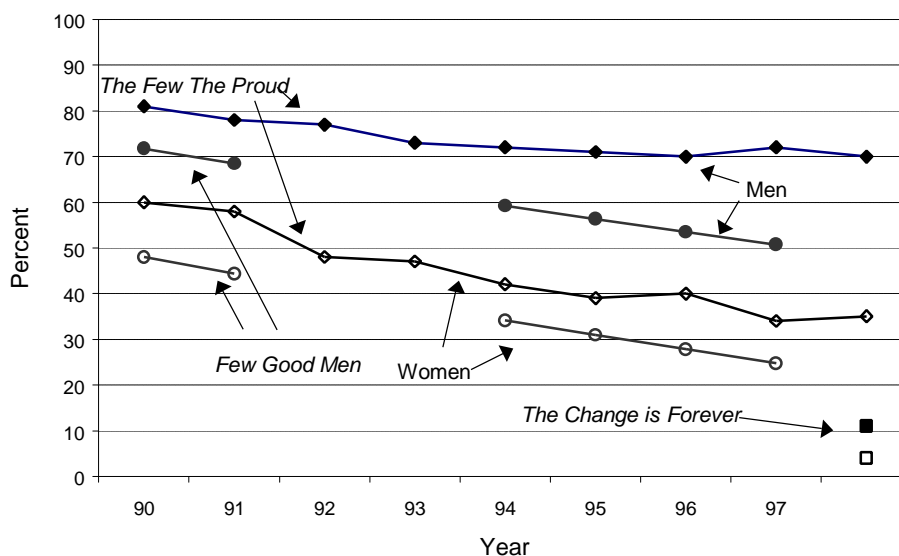
Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1998 YATS

## Marine Corps Slogan Recognition

Figure 5-9 presents trends in slogan recognition for three Marine Corps slogans that have been used since 1990: *The Few, The Proud*; *We're Looking for a Few Good Men*; and *The Change is Forever*. The Marine Corps discontinued the use of the slogan *We're Looking for a Few Good Men*, during the early 1990s and thus the slogan was not included in the 1992 and 1993 YATS. Recognition of *The Few, The Proud* and *We're Looking for a Few Good Men* has decreased since 1990. The latest Marine Corps slogan, *The Change is Forever*, was introduced in 1998; recognition is much lower than for the other two Marine Corps slogans.

**Figure 5-9. Trends in Correct Marine Corps Slogan Recognition**



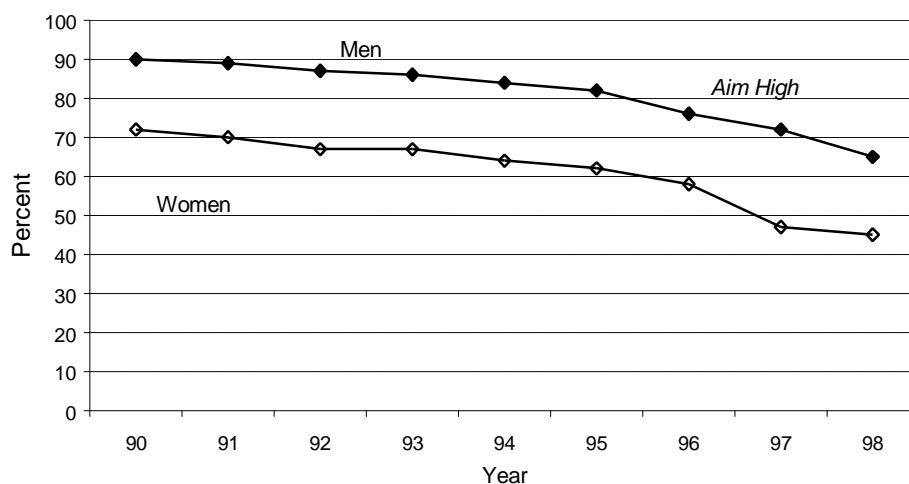
Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1998 YATS

### Air Force Slogan Recognition

Figure 5-10 presents the trend in slogan recognition for the Air Force's only slogan, *Aim High*. Recognition of this Air Force slogan remains approximately 20 percentage points higher among men than women; the overall trends are very similar. Recognition levels have dropped from approximately 90 to 70 percent among men, and 70 percent to 50 percent among women since 1990.

**Figure 5-10. Trends in Correct Air Force Slogan Recognition**



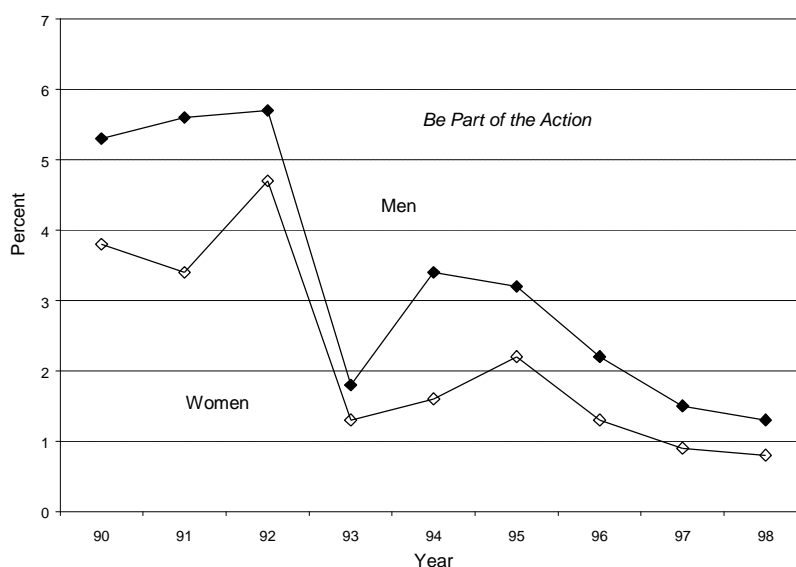
Note: The population reported in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1998 YATS

## Coast Guard Slogan Recognition

Figure 5-11 shows the trend for recognition of the Coast Guard slogan *Be Part of the Action*, from 1990 to the present. Recognition of this Coast Guard slogan is much lower than other Service slogans and has decreased to the point that less than 2 percent of youth recognize the slogan. The Coast Guard introduced the new slogan *Jobs That Matter* in 1997, and it has been recognized by less than 2 percent of youth also.

**Figure 5-11. Trends in Correct Coast Guard Slogan Recognition**



Note: The population in this figure includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

Source: 1990 – 1998 YATS

## Advertising Awareness and Recruiter Contact

### YATS Measures

Since 1993, YATS respondents have been asked:

*“Within the past year, have you talked to a military recruiter?”*

For those who had spoken to a military recruiter in the past year, the following questions were asked:

*“What Service’s recruiter have you talked to? (Any other Service’s recruiter?)”*

Table 5-5 presents recruiter contact rates by general advertising awareness and Joint Service advertising awareness. Percentages in the table present the number of youth who had talked with a recruiter in the previous year among those who did or did not recall military advertising. For example, of the young men who recalled military advertising, 50 percent also had contact with a military recruiter during the previous year. Similarly, 41 percent of the young men who did not recall military advertising had contacted a recruiter over the previous year. Recruiter contact rates were significantly higher among young men who recalled military advertising than among youth who did not. The difference was even greater among young women. The table also shows that recruiter contact is correlated to Joint Service advertising.

**Table 5-5. Recruiter Contact by Advertising Awareness and Gender**

	<u>Percent Contacting a Recruiter in the Past Year</u>	
	Men	Women
<b>Any Military Advertising</b>		
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
Yes	50	43
No	41	27
<b>Joint Service Advertising</b>		
Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?		
Yes	55	47
No	47	39

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of post-secondary education residing within the 48 contiguous United States.

Source: 1993 – 1998 YATS

Table 5-6 shows the relationship between Service-specific advertising recall and recruiter contact among young men and women. The table classifies youth into two groups: those who recalled military advertising for a specific Service in the past year and those who did not recall this advertising. The two columns in the table present (1) the percent of youth who had contact with any Service recruiter in the past year, and (2) the percent of youth who had contact with a recruiter from the same Service for which their advertising awareness is measured. For example, of those young men who recalled Army advertising, 51 percent of them reported having contact with a recruiter from any Service (including Army), and 28 percent of these young men had contact with an Army recruiter during the year. Those who did not recall Army advertising may have recalled military advertising of another Service. Additionally, youth who are counted as having contact with an Army recruiter may also have contacted another or all other Services during the previous year.

Table 5-6. Recruiter Contact by Service-Specific Advertising Awareness and Gender

	Percent Contacting a Recruiter in the Past Year		Percent Contacting a { <u>SERVICE</u> } Recruiter in the Past Year	
	Men	Women	Men	Women
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?				
If yes, for which Military Service did you see this kind of advertising?				
<b>Army</b>				
Yes, Recalled Army advertising	51	43	28	23
No, Did not recall Army advertising	43	35	17	12
<b>Navy</b>				
Yes, Recalled Navy advertising	53	45	18	14
No, Did not recall Navy advertising	46	38	9	6
<b>Marine Corps</b>				
Yes, Recalled Marine Corps advertising	53	45	24	14
No, Did not recall Marine Corps advertising	44	37	11	4
<b>Air Force</b>				
Yes, Recalled Air Force advertising	54	49	13	17
No, Did not recall Air Force advertising	46	37	4	4
<b>Coast Guard</b>				
Yes, Recalled Coast Guard advertising	57	50	3	4
No, Did not recall Coast Guard advertising	48	40	1	0

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of post-secondary education residing within the 48 contiguous United States.

Source: 1993 – 1998 YATS.

In all cases, a significantly higher percentage of youth who recalled advertising for a specific Service also had contact with a recruiter from any Service compared with youth who did not recall advertising for that specific service. The relationship between recalling a specific Service's advertising and contact with a recruiter from that Service is even stronger.

Findings substantiate that advertising awareness and recruiter contact are related, but do not tell us which is the cause and which the result. It is most likely that recruiter contact and advertising awareness affect one another. Recruiter contact heightens awareness of recruiting advertising. And advertising, by increasing knowledge and awareness of military opportunities, increases the likelihood of recruiter contact.

### Summary

The Services spend much time and money in designing effective advertising campaigns with the goal of reaching and persuading youth to consider the military. YATS contains survey questions on recall of military advertising and recognition of military slogans that assist in measuring the effectiveness of these campaigns.

Service advertising budgets are obviously a key element in producing effective advertising campaigns, and thus, advertising awareness among youth. The Army budget is much larger than the other Service budgets and this allows the Army to extend their advertising reach. Advertising awareness is highest for Army and Marine Corps active advertising, and recall rates among young men are significantly higher than women. Awareness of active Service advertising is higher than Reserve or National Guard advertising, and twice as many youth recall Army Reserve advertising compared to Army National Guard advertising.

Advertising awareness was also correlated to certain demographic characteristics. Army and Marine Corps advertising awareness increases as age increases among youth with larger increases appearing among women. Recall of Service advertising also increases as educational attainment increases. Recall is highest among youth who have already earned a college degree. Advertising awareness is also correlated to race/ethnicity and gender. Whites are generally more likely to recall active Service advertising than Blacks or Hispanics.

Trends in active Service advertising recall from 1993 to 1999 show rates have declined steadily for Army, Marine Corps, and Air Force advertising. The largest drop occurred for Air Force advertising awareness. Overall trends in advertising awareness are similar between men and women with one exception: differences in advertising awareness between Army and Marine Corps advertising are much smaller among men than women.

YATS respondents were also asked if they remembered hearing or seeing Joint Service advertising—advertising which names each Service. Recall of Joint Service advertising has continued to drop since 1993. Men's awareness of Joint Service advertising was higher than that of women between 1993 and 1996, but a larger decline in recall among men over the last two years has recall at the same level for 1997 and 1998.

Youth were also asked to identify slogans used in military advertising campaigns during the YATS interview. Correct recognition of Service slogans is higher among men than women, and three slogans continue to be most often correctly identified by young men: *Be All You Can Be* (Army), *Aim High* (Air Force), and *The Few. The Proud* (Marine Corps). *Be All You Can Be* has been recognized by approximately 9 of 10 youth since 1990. *Aim High* was recognized by 90 percent of men and 70 percent of women in 1990, but recognition of the Air Force slogan has dropped by 25 percentage points over the past nine years. In general, correct recognition of Marine Corps, Air Force, and Coast Guard advertising slogans has decreased since 1990, while recognition of Navy slogans has increased. Recognition of the two Army slogans has produced mixed results. Recognition of *Be All You Can Be* has remained steady during the 1990's, but fewer youth now recognize the Army slogan *Get an Edge on Life*.

Finally, as reported in previous YATS studies, recruiter contact was found to be strongly related to advertising recall. Recruiter contact rates were significantly higher among youth who recalled military advertising than those who did not.

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## **Appendix A**

### **Supplementary Data Tables for Chapte**

**Table A-1. Regional Distribution of the YATS Population  
(Supporting Data for Figure 2-3, p. 2-7)**

Race/Ethnicity	Population in Millions			
	Northeast	North Central	South	West
White	3.75	6.567	7.026	4.221
Black	0.904	0.793	2.751	0.389
Hispanic	0.707	0.554	1.466	2.201
Other	0.315	0.304	0.390	0.737

Source: 1998 YATS

**Table A-2. Population Trends, 18-19 Year-Olds  
(Supporting Data for Figure 2-4, p. 2-8)**

Gender	Year									
	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
White	5,846	5,587	5,439	5,417	5,541	5,629	5,384	4,952	4,746	4,806
Black	1,137	1,094	1,059	1,054	1,059	1,097	1,108	1,061	1,019	1,047
Hispanic	718	721	737	765	817	870	890	874	934	966

Gender	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
White	4,746	4,806	4,929	5,009	5,193	5,300	5,345	5,395	5,323	5,009
Black	1,019	1,047	1,080	1,106	1,160	1,175	1,175	1,186	1,172	1,106
Hispanic	934	966	1,007	1,046	1,093	1,150	1,183	1,211	1,230	1,150

**Table A-3. Median Income, Men and Women 25 Years-Old and Over  
(Supporting Data for Figure 2-6, p. 2-10)**

Gender	Year						
	Less Than 9 <sup>th</sup> Grade	9-12 Grade But No Diploma	High School Graduate	Some College	Associate's Degree	Bachelor's Degree	Master's Degree
Men	19	25	31	36	38	49	62
Women	14	17	22	26	29	35	45

Note: In 1997 constant dollars. In 000's

Source: Digest of Education Statistics

**Table A-4. Educational Trends and Projections**  
**(Supporting Data for Figure 2-7, p. 2-11)**

Year	Population	High School Graduate	Immediate College Enrollment	Total College Freshman	B.
1985	3,819	2,666	1,539	2,292	
1986	3,742	2,786	1,499	2,219	
1987	3,751	2,647	1,503	2,246	
1988	3,851	2,673	1,575	2,379	
1989	3,949	2,454	1,463	2,341	
1990	3,850	2,355	1,410	2,257	
1991	3,601	2,276	1,420	2,278	
1992	3,467	2,398	1,479	2,184	
1993	3,479	2,338	1,464	2,161	
1994	3,503	2,517	1,559	2,133	
1995	3,561	2,599	1,610	2,169	
1996	3,660	2,660	1,729	2,193	
1997	3,734	2,769	1,856		
1998	3,922	2,849	1,930		
1999	3,924	2,947	2,018		
2000	4,015	3,043	2,106		
2001	4,024	3,071	2,149		
2002	4,149	3,083	2,180		
2003	4,082	3,105	2,220		
2004	4,106	3,168	2,288		

**Table A-5. Percent Unemployment Among 19-24 Year-Old High School Graduate Non-Students Who Do Not Have Bachelor's Degrees  
(Supporting Data for Figure 2-8, p. 2-14)**

Year	Men	Women
1987	9	10
1988	8	9
1989	8	9
1990	10	10
1991	11	11
1992	10	10
1993	10	11
1994	9	11
1995	10	11
1996	10	11
1997	9	10
1998	7	9

**Table A-6. CPI Adjusted Median Weekly Earnings of  
19- to 24-Year-Old High School Graduate  
Non-Students Who Do Not Have Bachelor's  
Degrees  
(Supporting Data for Figure 2-9, p. 2-14)**

Year	Men	Women
1987	359	301
1988	358	289
1989	368	302
1990	349	299
1991	335	287
1992	325	279
1993	316	277
1994	330	286
1995	340	295
1996	327	291
1997	335	294
1998	350	296

## **Appendix B**

### **Estimating Veteran Fathers**

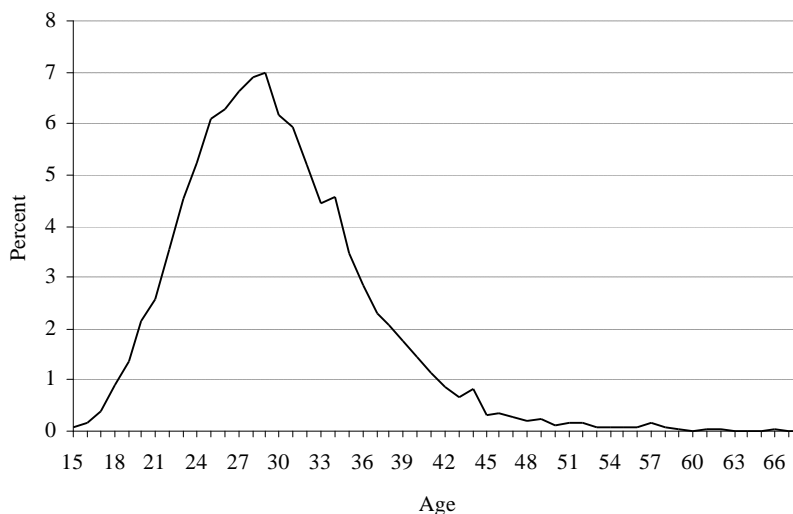
## Estimating Veteran Fathers

Estimation of the percent of youth with fathers who have served in the military is based on data from the October 1990 Current Population Survey (CPS) microdata file. From this file, two types of estimates were generated:

- The distribution of age differences between fathers and children, and
- The distribution of ages of men who have served in the military.

For the first estimate, we identified all households in which children less than 10 years of age were living. For each child, the file provides the an identification of one of the child's parents. The file also provides, for each person, an identification of that person's spouse. Thus, for each child, we created a file that included an adult identified as the child's parent and a person identified as that parent's spouse. From this file, we retained only males (presumably fathers). For each father, we generated a new variable as the difference between the age of the father and the age of the child. This difference should be a close approximation of the age of the father at the child's birth. A few differences appeared not to be credible – differences less than 15 years and differences greater than 68. These represented approximately 0.1% of the cases; they were removed from the distribution. The resulting age distribution is shown in Figure 1.

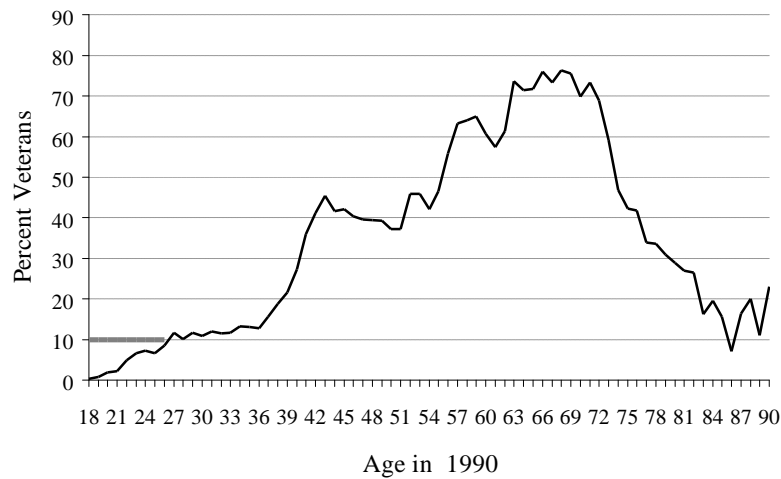
**Figure 1**  
**Ages of Fathers at the Time of Their Children's Birth**



A potential problem: families break up and fathers are not present in the household with their children. We deliberately examined data from children less than 10 years of age to minimize this. Furthermore, we examined the distributions of age differences by year of age of the child, and found no important differences. The distribution of differences between fathers' ages and their children's' ages were about the same regardless of the age of the child. Thus, using data for all children under 10 years old seems reasonable.

The second distribution (Figure 2) was taken directly from the CPS file. It shows the percent of men, by year of age, who have been in the military. This Figure reflects history. Men who were 70 years old in 1990, for example, would have been born in 1920, and 19 years old at the beginning of World War II.

**Figure 2**  
**Percent of Men Who Have Served in the Military**



An estimate of the percent of fathers of 18-year-olds in 1990 who were veterans can be calculated as

$$\text{Vet\%}_{1990} = \sum_{i=15, 68, j=i+18} \text{FatherAge\%}_i * \text{VetAge\%}_j / 100$$

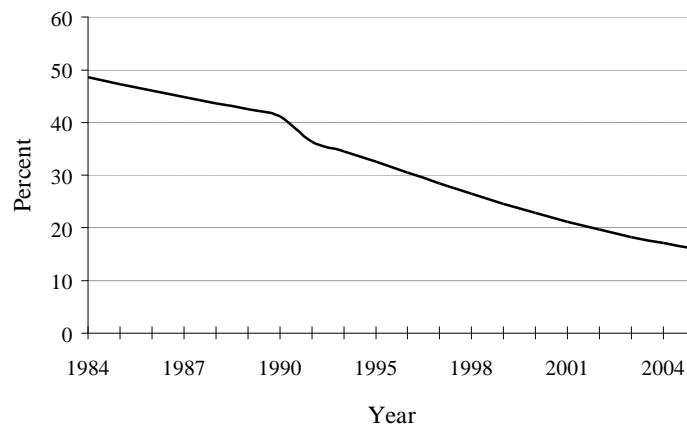
where  $\text{FatherAge\%}_i$  is the percent of fathers who are age  $i$  and  $\text{VetAge\%}_j$  is the percent of men of age  $j$  who have served in the military. For years other than 1990, the formula is

$$\text{Vet\%}_Y = \sum_{i=15, 68, j=i+18+1990-Y} \text{FatherAge\%}_i * \text{VetAge\%}_j / 100$$

This assumes that, for most of the range of fathers ages, the percent who are veterans does not change from year to year. The percent of 36-year-old men in 1990 who were veterans, for example, is the same as the percent of 35-year-old men in 1989 who were veterans. This assumption is reasonable if (a) the mortality rate of veterans is the same as nonveterans and (b) the age range does not include ages at which men enter military service. The latter assumption does not hold for projections beyond about 2000 (the minimum value for  $j$  would be  $15 + 18 + 1990 - 2000 = 23$ , an age at which some young men are entering military service. To avoid the resulting underestimate, we have assumed that, in the near future, about 10 percent of men will have entered the military before their sons are enlistment age. This assumption is reflected by the gray line in the lower left corner of Figure 2.

The resulting estimate of the percent of fathers who were (or will be veterans) when their children are 18 is shown in Figure 3.

**Figure 3**  
**Fathers of 18-Year-Olds Who Have Served in the Military**



## **Appendix C**

### **Supplementary Data Tables for Chapte**

**Table C-1. Propensity by Single Year of Age for Young Men**  
(Supporting Data for Figure 3-1, p. 3-6)

Propensity	Age						
	16	17	18	19	20	21	22
Composite Active	37 (0.5)	32 (0.5)	27 (0.4)	22 (0.4)	19 (0.3)	19 (0.3)	17 (0.3)
Composite Reserve	26 (0.4)	23 (0.4)	19 (0.4)	18 (0.3)	16 (0.3)	17 (0.3)	15 (0.4)
Unaided	14 (0.6)	13 (0.7)	8 (0.6)	5 (0.6)	4 (0.7)	3 (0.4)	3 (0.4)

**Source:** 1993 - 1998 YATS

**Table C-2. Propensity by Single Year of Age for Young Women**  
(Supporting Data for Figure 3-2, p. 3-7)

Propensity	Age						
	16	17	18	19	20	21	22
Composite Active	19 (1.0)	17 (1.1)	13 (0.9)	8 (0.9)	10 (0.6)	6 (0.7)	6 (0.7)
Composite Reserve	14 (0.9)	13 (0.9)	10 (0.9)	7 (0.8)	9 (0.7)	7 (0.8)	7 (0.7)
Unaided	4 (0.8)	4 (0.8)	3 (0.7)	1 (0.5)	1 (0.5)	1 (0.4)	1 (0.5)

**Source:** 1993 - 1998 YATS

**Table C-3. Active Composite Propensity of Youth, by Marital Status**  
(Supporting Data for Section: *Marital Status*, p. 3-14)

	Men	Women
<b>Marital Status</b>		
Single	25 (0.4)	13 (1.1)
Married	15 (0.4)	5 (1.0)
Other	21 (0.2)	12 (0.5)

Source: 1993 – 1998 YATS

**Table C-4. Composite Active Propensity of High School Students and Graduates, by Veteran Status**  
(Supporting Data for Section: *Influencers with Military Experience*, p. 3-14)

	Men		Women	
	Father's Veteran Status			
	Veteran	Not a Veteran	Veteran	Not a Veteran
Young High School Students	42 (0.6)	36 (0.5)	25 (1.0)	18 (1.1)
High School Seniors	33 (0.9)	27 (0.7)	18 (1.1)	6 (1.0)
High School Graduates	17 (0.9)	19 (0.9)	6 (1.0)	

Source: 1995 – 1998 YATS.

**Table C-5. Composite Active Propensity of High School Students and Graduates, by Veteran Status**  
(Supporting Data for Section: *Influencers with Military Experience*, p. 3-14)

	Men		Women	
	Friend's Veteran Status			
	Veteran	Not a Veteran	Veteran	No
Young High School Students	43 (0.8)	36 (0.7)	25 (1.0)	
High School Seniors	32 (0.8)	28 (0.8)	16 (1.2)	
High School Graduates	20 (0.9)	14 (1.1)	8 (1.3)	

Source: 1995 – 1998 YATS.

**Table C-6. Coast Guard Propensity for Young Men and Young Women, 1990 – 1998**  
(Supporting Data for Figure 3-14, p. 3-30)

Propensity	Year						
	1990	1991	1992	1993	1994	1995	1996
Men	8 (0.5)	11 (0.8)	8 (0.7)	9 (0.7)	8 (0.5)	8 (0.5)	8 (0.5)
Women	3 (0.6)	3 (0.6)	2 (0.5)	3 (0.6)	4 (0.7)	4 (0.4)	3 (0.4)

Source: 1990 - 1998 YATS

## **Appendix D**

### **1998 YATS Topline Tables (Supplementary Data Tables for Chapter 3)**

**Table 1. Trends in Composite Active Propensity Among Males, 1990-1998**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males<sup>a</sup></b>							
Definitely	8 (0.4) *	8 (0.7) *	6 (0.6)	6 (0.6)	5 (0.5)	6 (0.4)	6 (0.5)
Probably	25 (0.8) *	26 (1.3) *	23 (0.9) *	23 (1.2) *	21 (0.8)	21 (0.7)	21 (0.6)
Total Positive	32 (0.8) *	34 (1.5) *	29 (1.1) *	29 (1.2) *	26 (0.9)	28 (0.8)	27 (0.7)
Probably Not	35 (0.8) *	34 (1.2)	33 (1.2)	34 (1.1)	34 (1.0)	32 (0.8)	33 (0.6)
Definitely Not	33 (0.9) *	32 (1.3) *	38 (1.2) *	37 (1.1) *	40 (0.8)	40 (0.9)	40 (0.7)
DK/Refused	0 (0.1)	0 (0.1)	0 (0.1)	0 (0.1)	0 (0.1)	0 (0.1)	0 (0.0)
<b>Older Males<sup>b</sup></b>							
Definitely	4 (0.6)	4 (1.1)	5 (1.4)	4 (0.9)	5 (1.1)	4 (0.6)	3 (0.6)
Probably	19 (1.5) *	14 (1.7)	13 (1.8)	11 (1.5)	12 (1.5)	13 (1.1)	12 (1.1)
Total Positive	22 (1.6) *	18 (1.9)	18 (2.3)	15 (1.4)	17 (1.9)	17 (1.3)	15 (1.3)
Probably Not	36 (2.0) *	35 (2.6) *	28 (2.3)	31 (2.5)	23 (1.8)	27 (1.4)	29 (1.7)
Definitely Not	41 (1.7) *	47 (2.9) *	54 (2.7)	54 (2.5)	60 (2.5)	56 (1.3)	57 (1.7)
DK/Refused	1 (0.4) *	0 (0.0)	0 (0.3)	0 (0.1)	0 (0.2)	0 (0.0)	0 (0.0)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young males:

1990: 4,196	1991: 2,122	1992: 2,298	1993: 2,141	1994: 2,790	1995: 4,767	1996: 4,398	1
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<sup>b</sup>Estimates are based on the following number of interviews with older males:

1990: 1,033	1991: 489	1992: 546	1993: 570	1994: 672	1995: 1,061	1996: 903	1
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**Table 2. Trends in Composite Active Propensity Among Females, 1990-1998**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females<sup>a</sup></b>							
Definitely	3 (0.4)	4 (0.9)	2 (0.4) *	2 (0.4)	2 (0.4)	2 (0.3)	3 (0.4)
Probably	11 (0.7)	12 (1.1)	11 (0.9)	10 (1.2)	12 (1.1)	12 (0.7)	12 (0.6)
Total Positive	13 (0.8)	15 (1.2)	12 (1.0)	12 (1.3)	13 (1.2)	14 (0.7)	14 (0.7)
Probably Not	27 (1.1)	25 (1.5)	22 (1.1)	25 (1.4)	23 (1.5)	23 (0.9)	23 (1.0)
Definitely Not	60 (1.2)	60 (1.8)	66 (1.4)	63 (1.6)	63 (1.6)	63 (1.0)	62 (1.1)
DK/Refused	0 (0.0)	0 (0.1)	0 (0.2)	0 (0.2)	0 (0.1)	0 (0.1)	0 (0.1)
<b>Older Females<sup>b</sup></b>							
Definitely	1 (0.3) *	1 (0.5)	0 (0.0) *	1 (1.0)	1 (0.6)	1 (0.4)	2 (0.5)
Probably	8 (1.3)	9 (2.0)	6 (1.7)	3 (1.4)	5 (1.0)	6 (1.0)	5 (1.2)
Total Positive	9 (1.3)	10 (2.1)	6 (1.7)	5 (1.6)	6 (1.3)	6 (1.0)	7 (1.3)
Probably Not	23 (2.1)	16 (2.5)	15 (2.1)	16 (2.8)	17 (2.4)	18 (1.7)	13 (1.8)
Definitely Not	68 (2.1) *	75 (3.2)	79 (2.4)	79 (3.1)	78 (2.4)	76 (1.8)	80 (2.0)
DK/Refused	1 (0.5)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with their parents.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young females:

1990: 2,143	1991: 1,066	1992: 1,300	1993: 1,101	1994: 1,410	1995: 2,409	1996: 2,469	1
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<sup>b</sup>Estimates are based on the following number of interviews with older females:

1990: 602	1991: 299	1992: 293	1993: 284	1994: 394	1995: 569	1996: 554	1
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**Table 3. Males' Active Duty Service-Specific Propensity for 1990-1998: ARMY**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males<sup>a</sup></b>							
Definitely	3 (0.3) *	3 (0.5) *	2 (0.4)	2 (0.4)	1 (0.2)	2 (0.2)	2 (0.3)
Probably	13 (0.6) *	14 (1.2) *	11 (0.9)	10 (0.7)	9 (0.6)	11 (0.6)	10 (0.5)
Total Positive	16 (0.6) *	17 (1.2) *	13 (0.9)	13 (0.8)	11 (0.6)	12 (0.7)	12 (0.5)
Probably Not	36 (0.7) *	35 (1.2) *	34 (1.4)	35 (1.2) *	35 (0.9) *	33 (0.8)	35 (0.7)
Definitely Not	47 (0.8) *	47 (1.4) *	52 (1.3)	52 (1.2) *	54 (1.0)	54 (0.8)	53 (0.7)
DK/Refused	1 (0.2)	1 (0.2) *	1 (0.2)	1 (0.2) *	1 (0.2)	1 (0.1)	0 (0.1)
<b>Older Males<sup>b</sup></b>							
Definitely	1 (0.3)	2 (0.7)	1 (0.8)	2 (0.7)	1 (0.5)	1 (0.3)	1 (0.4)
Probably	11 (1.1) *	8 (1.5)	7 (1.8)	5 (1.1)	6 (1.2)	7 (0.9)	6 (0.9)
Total Positive	12 (1.1) *	10 (1.6)	8 (1.9)	6 (1.2)	7 (1.3)	8 (1.0)	7 (1.0)
Probably Not	34 (2.0) *	33 (2.3) *	28 (2.3)	28 (2.3)	24 (2.1)	27 (1.2)	27 (1.8)
Definitely Not	53 (1.8) *	57 (2.7) *	63 (2.5)	66 (2.1)	69 (2.4)	65 (1.4)	66 (1.7)
DK/Refused	1 (0.5)	0 (0.0) *	1 (0.6)	0 (0.3)	0 (0.2)	0 (0.1)	0 (0.1)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with their parents.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young males:

1990: 4,196	1991: 2,122	1992: 2,298	1993: 2,141	1994: 2,790	1995: 4,767	1996: 4,398	1
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<sup>b</sup>Estimates are based on the following number of interviews with older males:

1990: 1,033	1991: 489	1992: 546	1993: 570	1994: 672	1995: 1,061	1996: 903	1
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**Table 4. Females' Active Duty Service-Specific Propensity for 1990-1998: ARMY**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females<sup>a</sup></b>							
Definitely	1 (0.2)	1 (0.6)	0 (0.2) *	0 (0.1) *	0 (0.1) *	1 (0.2)	1 (0.3)
Probably	6 (0.6)	5 (0.9)	5 (0.7)	5 (0.8)	7 (0.9)	6 (0.5)	5 (0.5)
Total Positive	6 (0.6)	7 (1.2)	5 (0.7)	5 (0.8)	7 (0.9)	6 (0.5)	6 (0.6)
Probably Not	24 (1.2) *	22 (1.6)	19 (1.2)	21 (1.2)	20 (1.2)	21 (0.9)	21 (1.0)
Definitely Not	69 (1.2) *	71 (2.0)	76 (1.4)	74 (1.3)	72 (1.3)	73 (1.0)	73 (1.0)
DK/Refused	1 (0.2)	0 (0.3)	0 (0.2)	1 (0.2)	0 (0.1)	1 (0.2)	0 (0.1)
<b>Older Females<sup>b</sup></b>							
Definitely	0 (0.3)	1 (0.5)	0 (0.0) *	0 (0.0) *	0 (0.0) *	0 (0.0) *	0 (0.2)
Probably	4 (1.0)	5 (1.7)	2 (1.0)	1 (0.9)	2 (0.7)	3 (0.8)	3 (0.9)
Total Positive	5 (1.0)	5 (1.8)	2 (1.0)	1 (0.9)	2 (0.7)	3 (0.8)	3 (0.8)
Probably Not	19 (1.8)	15 (2.4)	12 (2.2)	15 (2.9)	12 (1.8)	16 (1.6)	11 (1.8)
Definitely Not	75 (1.9)	80 (3.2)	85 (2.3)	84 (2.8)	86 (1.9)	81 (1.8)	86 (1.8)
DK/Refused	1 (0.5)	0 (0.0)	0 (0.0)	0 (0.3)	0 (0.0)	0 (0.3)	0 (0.0)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with their parents.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young females:

1990: 2,143	1991: 1,066	1992: 1,300	1993: 1,101	1994: 1,410	1995: 2,409	1996: 2,469	1
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<sup>b</sup>Estimates are based on the following number of interviews with older females:

1990: 602	1991: 299	1992: 293	1993: 284	1994: 394	1995: 569	1996: 554	1
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**Table 5. Males' Active Duty Service-Specific Propensity for 1990-1998: NAVY**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males<sup>a</sup></b>							
Definitely	2 (0.3)	2 (0.3)	2 (0.4)	2 (0.3)	1 (0.3)	2 (0.2)	1 (0.2)
Probably	10 (0.6) *	11 (0.8) *	9 (0.8)	8 (0.7)	7 (0.6)	8 (0.6)	9 (0.4)
Total Positive	11 (0.6) *	12 (0.8) *	11 (0.9) *	10 (0.7)	9 (0.7)	10 (0.6)	10 (0.4)
Probably Not	38 (0.9) *	36 (1.4) *	35 (1.3)	36 (1.3) *	35 (0.9) *	34 (0.7)	34 (0.6)
Definitely Not	50 (0.9) *	51 (1.3) *	53 (1.6) *	53 (1.5) *	55 (1.0)	56 (0.7)	55 (0.6)
DK/Refused	1 (0.1)	0 (0.1)	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.1)	0 (0.1)
<b>Older Males<sup>b</sup></b>							
Definitely	1 (0.3)	1 (0.6)	1 (0.3)	1 (0.4)	1 (0.5)	11 (0.4)	0 (0.2)
Probably	7 (0.9)	6 (1.3)	5 (1.2)	5 (1.2)	7 (1.2)	6 (0.9)	5 (0.9)
Total Positive	8 (0.9)	8 (1.3)	5 (1.2)	6 (1.3)	8 (1.3)	7 (0.9)	6 (0.9)
Probably Not	35 (2.0) *	32 (2.7) *	28 (2.2)	27 (2.2)	22 (1.8)	26 (1.3)	26 (1.8)
Definitely Not	57 (2.0) *	60 (2.6) *	66 (2.2)	67 (2.3)	69 (2.4)	67 (1.4)	69 (1.7)
DK/Refused	1 (0.4)	0 (0.2)	0 (0.3)	0 (0.2)	0 (0.3)	0 (0.1)	0 (0.3)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with their parents.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young males:

1990: 4,196	1991: 2,122	1992: 2,298	1993: 2,141	1994: 2,790	1995: 4,767	1996: 4,398	1
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<sup>b</sup>Estimates are based on the following number of interviews with older males:

1990: 1,033	1991: 489	1992: 546	1993: 570	1994: 672	1995: 1,061	1996: 903	1
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**Table 6. Females' Active Duty Service-Specific Propensity for 1990-1998: NAVY**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females<sup>a</sup></b>							
Definitely	1 (0.2)	1 (0.4)	0 (0.2)	0 (0.2)	0 (0.1) *	1 (0.2)	1 (0.2)
Probably	4 (0.5)	5 (0.9)	3 (0.6)	3 (0.7)	5 (0.7)	4 (0.4)	6 (0.5)
Total Positive	5 (0.5)	6 (0.9)	4 (0.6) *	4 (0.7) *	5 (0.7)	5 (0.4)	6 (0.5)
Probably Not	24 (1.0)	22 (1.6)	20 (1.2)	22 (1.2)	22 (1.4)	22 (1.0)	22 (1.0)
Definitely Not	72 (1.2)	72 (1.7)	75 (1.4)	74 (1.3)	74 (1.4)	73 (1.0)	71 (1.0)
DK/Refused	0 (0.1)	0 (0.2)	1 (0.3)	0 (0.2)	0 (0.1)	0 (0.1)	0 (0.1)
<b>Older Females<sup>b</sup></b>							
Definitely	0 (0.2) *	0 (0.0) *	0 (0.0) *	0 (0.0) *	0 (0.0) *	0 (0.2) *	0 (0.3)
Probably	3 (0.7)	3 (1.6)	3 (1.2)	0 (0.0) *	1 (0.7)	3 (0.7)	2 (0.7)
Total Positive	3 (0.7)	3 (1.6)	3 (1.2)	0 (0.0) *	1 (0.7) *	3 (0.7)	2 (0.7)
Probably Not	18 (1.9)	15 (2.7)	10 (1.8)	13 (2.3)	13 (2.1)	15 (1.7)	11 (1.6)
Definitely Not	78 (1.9)	82 (3.2)	86 (2.0)	87 (2.3)	86 (2.1)	82 (1.9)	87 (1.6)
DK/Refused	1 (0.5)	0 (0.0)	0 (0.3)	0 (0.0)	0 (0.0)	0 (0.2)	0 (0.0)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young females:

1990: 2,143	1991: 1,066	1992: 1,300	1993: 1,101	1994: 1,410	1995: 2,409	1996: 2,469	1
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<sup>b</sup>Estimates are based on the following number of interviews with older females:

1990: 602	1991: 299	1992: 293	1993: 284	1994: 394	1995: 569	1996: 554	1
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**Table 7. Males' Active Duty Service-Specific Propensity for 1990-1998: MARINE CORPS**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males<sup>a</sup></b>							
Definitely	2 (0.4)	3 (0.4)	3 (0.4)	2 (0.5)	2 (0.3)	2 (0.2)	2 (0.2)
Probably	9 (0.5)	10 (0.9)	10 (0.8)	10 (0.7)	9 (0.6)	9 (0.5)	9 (0.5)
Total Positive	11 (0.6)	13 (1.0)	13 (0.9) *	11 (0.9)	11 (0.7)	11 (0.5)	11 (0.5)
Probably Not	36 (0.8) *	36 (1.2) *	32 (1.3)	33 (1.2)	33 (1.0)	33 (0.8)	33 (0.6)
Definitely Not	52 (0.8) *	51 (1.3) *	54 (1.4)	55 (1.3)	55 (1.1)	55 (0.9)	56 (0.6)
DK/Refused	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.1)	0 (0.1)
<b>Older Males<sup>b</sup></b>							
Definitely	2 (0.4)	2 (0.9)	2 (1.0)	1 (0.3)	2 (0.7)	1 (0.4)	1 (0.4)
Probably	8 (0.9) *	6 (1.2)	6 (1.3)	4 (0.9)	5 (1.1)	7 (0.8)	5 (0.6)
Total Positive	10 (1.0) *	7 (1.5)	9 (1.8)	4 (0.9)	7 (1.3)	8 (0.9)	6 (0.8)
Probably Not	33 (1.8) *	31 (2.9) *	29 (2.1) *	27 (2.2)	22 (1.9)	26 (1.3)	26 (1.5)
Definitely Not	56 (1.7) *	62 (2.9) *	63 (2.3) *	68 (2.3)	70 (2.4)	66 (1.2)	68 (1.4)
DK/Refused	1 (0.4)	0 (0.0) *	0 (0.3)	1 (0.3)	0 (0.3)	0 (0.1)	0 (0.3)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with their parents.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young males:

1990: 4,196	1991: 2,122	1992: 2,298	1993: 2,141	1994: 2,790	1995: 4,767	1996: 4,398	1
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<sup>b</sup>Estimates are based on the following number of interviews with older males:

1990: 1,033	1991: 489	1992: 546	1993: 570	1994: 672	1995: 1,061	1996: 903	1
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**Table 8. Females' Active Duty Service-Specific Propensity for 1990-1998: MARINE CORPS**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females<sup>a</sup></b>							
Definitely	7 (0.2)	1 (0.6)	0 (0.2)	0 (0.2)	0 (0.1) *	0 (0.1) *	1 (0.2)
Probably	37 (0.4)	2 (0.5) *	3 (0.6)	3 (0.8)	4 (0.7)	4 (0.4)	3 (0.4)
Total Positive	4 (0.5)	3 (0.7)	3 (0.6)	4 (0.9)	4 (0.7)	4 (0.4)	4 (0.5)
Probably Not	23 (1.1)	21 (1.4)	18 (1.2)	21 (1.1)	20 (1.3)	21 (1.0)	21 (0.9)
Definitely Not	74 (1.1)	75 (1.6)	78 (1.4)	75 (1.4)	76 (1.3)	75 (1.1)	75 (1.0)
DK/Refused	0 (0.2)	1 (0.3)	1 (0.3)	1 (0.2)	0 (0.1)	1 (0.2)	0 (0.2)
<b>Older Females<sup>b</sup></b>							
Definitely	0 (0.2)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.3)
Probably	1 (0.6)	2 (0.8)	3 (1.3)	1 (0.9)	2 (0.6)	2 (0.6)	2 (0.7)
Total Positive	2 (0.6)	2 (0.8)	3 (1.3)	1 (0.9)	2 (0.6)	2 (0.6)	2 (0.8)
Probably Not	18 (1.8)	13 (2.9)	12 (2.0)	10 (1.9)	13 (2.0)	15 (1.8)	10 (1.7)
Definitely Not	80 (1.9)	85 (3.0)	85 (2.3)	89 (2.0) *	85 (1.9)	83 (1.8)	88 (1.7)
DK/Refused	1 (0.5)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.2)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young females:

1990: 2,143	1991: 1,066	1992: 1,300	1993: 1,101	1994: 1,410	1995: 2,409	1996: 2,469	1
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<sup>b</sup>Estimates are based on the following number of interviews with older females:

1990: 602	1991: 299	1992: 293	1993: 284	1994: 394	1995: 569	1996: 554	1
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**Table 9. Males' Active Duty Service-Specific Propensity for 1990-1998: AIR FORCE**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males<sup>a</sup></b>							
Definitely	2 (0.3)	3 (0.5)	2 (0.4)	2 (0.4)	2 (0.3)	2 (0.2)	2 (0.2)
Probably	13 (0.6) *	14 (0.9) *	12 (0.8)	12 (1.2)	10 (0.7)	10 (0.4)	10 (0.5)
Total Positive	15 (0.7) *	16 (1.0) *	14 (0.9)	14 (1.2)	12 (0.8)	12 (0.5)	12 (0.6)
Probably Not	39 (1.0) *	38 (1.4) *	35 (1.3)	35 (1.3)	35 (1.1)	35 (0.9)	36 (0.7)
Definitely Not	45 (1.0) *	45 (1.5) *	50 (1.2) *	51 (1.5)	53 (0.9)	53 (1.0)	52 (0.7)
DK/Refused	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.2)	0 (0.1)	1 (0.1)	0 (0.1)
<b>Older Males<sup>b</sup></b>							
Definitely	1 (0.3)	2 (0.7)	3 (1.2)	2 (0.6)	1 (0.4)	2 (0.4)	1 (0.4)
Probably	9 (1.1)	7 (1.6)	6 (1.2)	6 (1.2)	9 (1.6)	8 (1.0)	6 (0.8)
Total Positive	10 (1.0)	9 (1.7)	10 (1.7)	8 (1.3)	10 (1.6)	10 (1.1)	7 (0.9)
Probably Not	37 (1.9) *	35 (2.8) *	30 (2.1)	28 (2.3)	21 (1.7) *	25 (1.5)	28 (1.8)
Definitely Not	52 (1.9) *	56 (2.9) *	60 (2.5)	64 (2.2)	68 (2.4)	65 (1.6)	65 (1.7)
DK/Refused	1 (0.4)	0 (0.1)	1 (0.6)	1 (0.3)	0 (0.3)	0 (0.1)	0 (0.3)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young males:

1990: 4,196	1991: 2,122	1992: 2,298	1993: 2,141	1994: 2,790	1995: 4,767	1996: 4,398	1
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<sup>b</sup>Estimates are based on the following number of interviews with older males:

1990: 1,033	1991: 489	1992: 546	1993: 570	1994: 672	1995: 1,061	1996: 903	1
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**Table 10. Females' Active Duty Service-Specific Propensity for 1990-1998: AIR FORCE**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females<sup>a</sup></b>							
Definitely	1 (0.3)	2 (0.6)	1 (0.4)	1 (0.3)	1 (0.4)	1 (0.2)	1 (0.2)
Probably	6 (0.5)	7 (1.0)	6 (0.8)	6 (0.8)	4 (0.6) *	6 (0.5)	6 (0.6)
Total Positive	7 (0.6)	9 (1.1)	7 (0.9)	7 (0.9)	5 (0.6) *	7 (0.5)	7 (0.6)
Probably Not	25 (1.0) *	23 (1.4)	20 (1.1)	23 (1.2)	23 (1.3)	22 (0.9)	22 (1.0)
Definitely Not	67 (0.9) *	67 (1.8)	72 (1.3)	70 (1.4)	72 (1.5)	71 (1.0)	70 (1.1)
DK/Refused	1 (0.2)	1 (0.3)	0 (0.2)	0 (0.2)	1 (0.4)	1 (0.2)	0 (0.1)
<b>Older Females<sup>b</sup></b>							
Definitely	0 (0.3)	0 (0.0)	0 (0.0)	1 (1.0)	1 (0.6)	1 (0.3)	1 (0.3)
Probably	5 (1.1)	7 (2.0)	3 (1.0)	1 (0.6) *	3 (0.9)	3 (0.8)	3 (0.8)
Total Positive	5 (1.1)	7 (2.0)	3 (1.0)	2 (1.1)	4 (1.3)	4 (0.8)	3 (0.9)
Probably Not	20 (1.8)	16 (2.4)	12 (2.0)	14 (2.7)	12 (1.9)	17 (1.9)	12 (1.6)
Definitely Not	75 (1.8) *	78 (3.0)	85 (2.2)	84 (2.8)	85 (1.9)	79 (1.8)	85 (1.8)
DK/Refused	1 (0.5)	0 (0.0)	0 (0.3)	0 (0.0)	0 (0.0)	1 (0.6)	0 (0.0)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young females:

1990: 2,143	1991: 1,066	1992: 1,300	1993: 1,101	1994: 1,410	1995: 2,409	1996: 2,469	1
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<sup>b</sup>Estimates are based on the following number of interviews with older females:

1990: 602	1991: 299	1992: 293	1993: 284	1994: 394	1995: 569	1996: 554	1
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**Table 11. Trends in Unaided Mention of Interest in Serving in the Military, 1990-1998**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Any Military</b>							
Young Males <sup>a</sup>	8 (0.4)	10 (0.8) *	8 (0.7)	9 (0.6)	8 (0.6)	9 (0.4) *	8 (0.5)
Older Males <sup>b</sup>	2 (0.4)	3 (1.0)	2 (1.0)	1 (0.4)	2 (0.6)	2 (0.4)	2 (0.5)
Young Females <sup>c</sup>	3 (0.4)	3 (0.6)	1 (0.4)	3 (0.6)	2 (0.4)	3 (0.3)	3 (0.4)
Older Females <sup>d</sup>	1 (0.4)	1 (0.3)	0 (0.0)	0 (0.0)	1 (0.7)	0 (0.3)	1 (0.4)
<b>Active Military</b>							
Young Males	6 (0.4) *	7 (0.7) *	5 (0.5)	6 (0.6) *	4 (0.5)	6 (0.3) *	5 (0.4)
Older Males	1 (0.3)	2 (0.8)	1 (0.6)	1 (0.4)	1 (0.4)	1 (0.3)	1 (0.3)
Young Females	2 (0.3)	2 (0.4)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.2)	1 (0.3)
Older Females	0 (0.3)	0 (0.3)	0 (0.0)	0 (0.0)	1 (0.7)	0 (0.1)	1 (0.4)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the military service area.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place, rounded to the nearest whole number for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young males:

1990: 4,196	1991: 2,122	1992: 2,298	1993: 2,141	1994: 2,790	1995: 4,767	1996: 4,398	1
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<sup>b</sup>Estimates are based on the following number of interviews with older males:

1990: 1,033	1991: 489	1992: 546	1993: 570	1994: 672	1995: 1,061	1996: 903	1
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<sup>c</sup>Estimates are based on the following number of interviews with young females:

1990: 2,143	1991: 1,066	1992: 1,300	1993: 1,101	1994: 1,410	1995: 2,409	1996: 2,469	1
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<sup>d</sup>Estimates are based on the following number of interviews with older females:

1990: 602	1991: 299	1992: 293	1993: 284	1994: 394	1995: 569	1996: 554	1
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**Table 12. Trends in Males' Propensity to Enlist in the National Guard and Reserves, 1990-1998 (1989 Propensity Version<sup>a</sup>)**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males<sup>b</sup></b>							
Composite Reserve Propensity	23 (1.1) *	25 (1.4) *	22 (1.7)	22 (1.6)	20 (0.9)	19 (0.7)	20 (0.7)
National Guard	14 (0.9) *	12 (1.1)	10 (1.3)	10 (1.1)	10 (0.7)	9 (0.4) *	10 (0.5)
Reserves	18 (1.0) *	21 (1.3) *	18 (1.4) *	17 (1.6)	16 (0.9)	16 (0.7) *	16 (0.7)
<b>Older Males<sup>c</sup></b>							
Composite Reserve Propensity	17 (2.2)	12 (2.2)	17 (2.3)	13 (2.0)	13 (1.6)	15 (1.1)	14 (1.3)
National Guard	10 (1.7)	7 (1.6)	9 (2.2)	6 (1.5) *	7 (1.3)	8 (0.9) *	8 (0.9)
Reserves	13 (2.1)	9 (2.0)	14 (2.3)	12 (2.1)	11 (1.5)	13 (1.0)	11 (1.2)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the United States.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place, rounded to the nearest whole number for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates for 1990-1993 are based on the number of individuals who were administered the YATS II version of the Reserve propensity question.

<sup>b</sup>Estimates are based on the following number of interviews with young males:

1990: 2,088	1991: 1,058	1992: 1,108	1993: 1,061	1994: 2,790	1995: 4,767	1996: 4,398	1
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<sup>c</sup>Estimates are based on the following number of interviews with older males:

1990: 510	1991: 249	1992: 271	1993: 289	1994: 672	1995: 1,061	1996: 903	1
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**Table 13. Trends in Females' Propensity to Enlist in the National Guard and Reserves, 1990-1998 (1989 Propensity Version<sup>a</sup>)**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females<sup>b</sup></b>							
Composite Reserve Propensity	9 (0.9)	9 (1.5)	9 (1.3)	9 (1.3)	10 (1.1)	11 (0.6)	12 (0.7)
National Guard	6 (0.9)	5 (1.2)	3 (0.7)	5 (1.1)	4 (0.7)	5 (0.5)	6 (0.5)
Reserves	7 (0.8)	8 (1.5)	8 (1.3)	8 (1.3)	8 (0.9)	8 (0.6) *	9 (0.6)
<b>Older Females<sup>c</sup></b>							
Composite Reserve Propensity	5 (1.4)	9 (3.2)	9 (3.2)	7 (2.7)	6 (1.2)	8 (1.1)	6 (1.1)
National Guard	3 (1.1)	4 (1.8)	5 (2.3)	2 (1.8)	2 (0.6)	3 (0.7)	2 (0.8)
Reserves	4 (1.1)	9 (3.2)	7 (2.9)	7 (2.7)	5 (1.1)	7 (1.1)	5 (0.9)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the United States.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place and rounded to the nearest whole number for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates for 1990-1993 are based on the number of individuals who were administered the YATS II version of the Reserve propensity question.

<sup>b</sup>Estimates are based on the following number of interviews with young females:

1990: 1,068	1991: 497	1992: 632	1993: 516	1994: 1,410	1995: 2,409	1996: 2,469	1997: 1,410
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<sup>c</sup>Estimates are based on the following number of interviews with older females:

1990: 293	1991: 147	1992: 138	1993: 133	1994: 394	1995: 569	1996: 554	1997: 554
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**Table 14. Trends in Composite Active Propensity Among Young Males, by Race, 1990-1998**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males</b>							
<u>White<sup>a</sup></u>							
Definitely	5 (0.4) *	6 (0.7) *	5 (0.7)	5 (0.5) *	4 (0.5)	5 (0.4) *	4 (0.4)
Probably	22 (0.7) *	22 (1.3) *	20 (1.0) *	19 (1.2) *	18 (0.9)	17 (0.8)	17 (0.6)
Total Positive	27 (0.7) *	29 (1.4) *	25 (1.1) *	25 (1.4) *	22 (1.0)	23 (0.9) *	20 (0.7)
Probably Not	39 (1.0) *	37 (1.3)	36 (1.2)	35 (1.3)	36 (1.3)	35 (0.9)	36 (0.8)
Definitely Not	34 (0.8) *	35 (1.3) *	39 (1.4) *	40 (1.4) *	41 (1.0) *	42 (0.9) *	44 (0.8)
DK/Refused	0 (0.0)	0 (0.2)	0 (0.1)	0 (0.1)	0 (0.1)	0 (0.1)	0 (0.0)
<u>Black<sup>b</sup></u>							
Definitely	14 (2.3) *	16 (3.1) *	11 (2.6)	9 (1.9)	4 (1.2)	7 (0.9)	7 (1.2)
Probably	28 (2.9)	33 (4.4) *	25 (3.8)	28 (3.5)	27 (2.5)	25 (1.5)	27 (2.4)
Total Positive	42 (3.1) *	49 (4.7) *	36 (4.8)	37 (3.5)	32 (2.5)	32 (1.8)	34 (2.6)
Probably Not	25 (2.2)	22 (3.0)	21 (4.2)	26 (3.1)	27 (2.6)	25 (1.9)	27 (2.3)
Definitely Not	33 (2.6) *	28 (3.8) *	43 (4.3)	37 (3.2) *	42 (2.6)	42 (2.0)	39 (2.5)
DK/Refused	1 (0.4)	0 (0.3)	0 (0.0)	0 (0.0)	1 (0.5)	1 (0.5)	0 (0.2)
<u>Hispanic<sup>c</sup></u>							
Definitely	13 (1.6)	8 (2.5)	9 (1.8)	9 (3.3)	11 (2.2)	10 (1.4)	11 (1.5)
Probably	34 (2.7)	38 (5.3)	37 (3.7)	33 (3.2)	29 (2.9)	34 (2.4)	32 (2.3)
Total Positive	47 (3.0)	46 (5.6)	45 (4.4)	42 (4.7)	39 (2.9)	44 (2.7)	43 (2.8)
Probably Not	28 (2.5)	32 (3.9)	26 (3.1)	34 (4.0) *	31 (2.9)	26 (1.7)	29 (2.2)
Definitely Not	24 (2.6) *	22 (4.2)	29 (3.7)	23 (2.8) *	30 (3.1)	31 (2.5)	28 (2.2)
DK/Refused	0 (0.3)	0 (0.0)	0 (0.0)	0 (0.4)	0 (0.2)	0 (0.1)	0 (0.0)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White males:

1990: 3,232	1991: 1,658	1992: 1,745	1993: 1,562	1994: 2,047	1995: 3,182	1996: 3,042	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black males:

1990: 358	1991: 189	1992: 184	1993: 208	1994: 278	1995: 655	1996: 483	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic males:

1990: 381	1991: 176	1992: 227	1993: 249	1994: 296	1995: 557	1996: 523	1
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**Table 15. Trends in Composite Active Propensity Among Young Females, by Race, 1990-1998**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females</b>							
<u>White<sup>a</sup></u>							
Definitely	1 (0.3)	1 (0.4)	1 (0.4)	1 (0.4)	1 (0.3)	1 (0.3)	2 (0.4)
Probably	7 (0.8)	8 (0.9) *	8 (0.8)	6 (1.0)	8 (1.1)	6 (0.6)	8 (0.6)
Total Positive	9 (0.8)	9 (1.0)	9 (0.9)	8 (1.1)	9 (1.1)	7 (0.8)	9 (0.7)
Probably Not	26 (1.2)	26 (2.0)	23 (1.3)	25 (1.4)	23 (1.6)	23 (1.0)	23 (1.1)
Definitely Not	66 (1.2)	65 (2.2)	68 (1.6)	67 (1.8)	68 (2.0)	69 (1.0)	68 (1.2)
DK/Refused	0 (0.0)	0 (0.0)	0 (0.1)	0 (0.2)	0 (0.1)	0 (0.1)	0 (0.0)
<u>Black<sup>b</sup></u>							
Definitely	4 (1.2)	10 (3.4)	3 (1.3)	2 (1.3)	3 (1.3)	3 (0.8)	6 (1.3)
Probably	20 (2.6)	18 (4.2)	14 (3.1)	21 (4.2)	18 (3.6)	21 (1.9)	18 (2.2)
Total Positive	24 (2.8)	28 (4.9)	16 (3.5)	23 (4.2)	20 (3.8)	24 (2.0)	23 (2.2)
Probably Not	21 (2.9)	16 (4.1)	21 (4.0)	18 (3.8)	21 (3.7)	18 (1.9)	22 (2.7)
Definitely Not	55 (3.4)	56 (6.0)	63 (4.1)	58 (4.8)	59 (4.5)	58 (2.0)	54 (2.9)
DK/Refused	0 (0.0)	1 (0.8)	0 (0.0)	1 (0.7)	0 (0.0)	0 (0.2)	1 (0.5)
<u>Hispanic<sup>c</sup></u>							
Definitely	6 (2.2)	11 (4.6)	2 (1.5) *	3 (1.8)	4 (1.7)	4 (1.2)	3 (1.4)
Probably	15 (2.7)	18 (3.7)	20 (3.8)	18 (4.0)	21 (4.5)	21 (2.7)	22 (2.9)
Total Positive	21 (3.7)	28 (5.4)	22 (3.8)	21 (4.0)	25 (4.4)	25 (3.1)	25 (3.1)
Probably Not	36 (4.3) *	26 (6.2)	16 (3.1)	31 (5.5)	28 (3.5)	28 (2.4)	24 (3.2)
Definitely Not	43 (4.6)	46 (6.3)	60 (3.8) *	48 (5.7)	47 (4.3)	47 (3.8)	50 (3.9)
DK/Refused	0 (0.0)	0 (0.0)	1 (1.1)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.2)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White females:

1990: 1,602	1991: 813	1992: 962	1993: 821	1994: 1,004	1995: 1,517	1996: 1,683	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black females:

1990: 233	1991: 114	1992: 140	1993: 126	1994: 166	1995: 462	1996: 315	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic females:

1990: 205	1991: 96	1992: 129	1993: 104	1994: 165	1995: 276	1996: 291	1
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**Table 16. Trends in Active Duty Service-Specific Propensity Among Young Males, by Race, 1990-1998: ARMY**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males</b>							
<u>White<sup>a</sup></u>							
Definitely	2 (0.2) *	2 (0.4)	2 (0.5)	2 (0.4)	1 (0.2)	1 (0.3)	1 (0.2)
Probably	11 (0.6) *	12 (1.1) *	8 (0.7)	8 (0.7)	7 (0.6)	8 (0.6)	7 (0.4)
Total Positive	12 (0.6) *	13 (1.1) *	10 (0.7) *	10 (0.8)	8 (0.6)	10 (0.7)	8 (0.4)
Probably Not	39 (0.8) *	37 (1.3)	36 (1.4)	36 (1.4)	36 (1.1)	36 (0.9)	37 (0.7)
Definitely Not	49 (0.9) *	49 (1.4) *	53 (1.3)	54 (1.3)	56 (1.1)	54 (1.0)	55 (0.8)
DK/Refused	1 (0.2)	1 (0.2)	1 (0.2)	0 (0.2)	1 (0.2)	1 (0.1)	0 (0.1)
<u>Black<sup>b</sup></u>							
Definitely	7 (1.5) *	10 (2.6) *	2 (1.4)	4 (1.4)	2 (0.7)	2 (0.5)	2 (0.7)
Probably	21 (2.7) *	20 (3.1) *	16 (3.6)	13 (2.0)	13 (2.1)	13 (1.5)	15 (1.9)
Total Positive	28 (2.9) *	30 (3.9) *	18 (3.6)	18 (2.4)	14 (2.2)	15 (1.7)	18 (1.9)
Probably Not	25 (2.3)	28 (3.6)	27 (4.4)	25 (3.7)	31 (3.1)	26 (2.0)	27 (2.3)
Definitely Not	45 (2.7) *	41 (3.8) *	55 (4.5)	57 (3.9)	54 (3.3)	57 (2.1)	55 (2.6)
DK/Refused	2 (0.9)	1 (0.6)	1 (0.5)	1 (0.6)	1 (0.6)	2 (0.6)	1 (0.3)
<u>Hispanic<sup>c</sup></u>							
Definitely	4 (1.1)	3 (1.6)	2 (1.1)	3 (1.6)	4 (1.2)	3 (0.7)	5 (1.0)
Probably	20 (2.3)	21 (5.1)	20 (3.1)	17 (2.7)	15 (2.4)	18 (2.2)	17 (2.2)
Total Positive	24 (2.7)	24 (5.1)	23 (3.4)	20 (3.0)	18 (2.5)	21 (2.4)	22 (2.3)
Probably Not	36 (3.0)	34 (4.5)	29 (3.4)	41 (3.9) *	35 (3.1)	31 (1.9)	34 (2.1)
Definitely Not	36 (2.6) *	42 (4.9)	46 (3.8)	38 (3.7) *	43 (3.5)	47 (2.1)	44 (2.0)
DK/Refused	4 (1.3)	0 (0.0) *	2 (1.1)	1 (0.6)	3 (1.4)	1 (0.4)	0 (0.3)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with parents.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White males:

1990: 3,232	1991: 1,658	1992: 1,745	1993: 1,562	1994: 2,047	1995: 3,182	1996: 3,042	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black males:

1990: 358	1991: 189	1992: 184	1993: 208	1994: 278	1995: 655	1996: 483	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic males:

1990: 381	1991: 176	1992: 227	1993: 249	1994: 296	1995: 557	1996: 523	1
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**Table 17. Trends in Active Duty Service-Specific Propensity Among Young Females, by Race, 1990-1998: ARMY**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females</b>							
<u>White<sup>a</sup></u>							
Definitely	1 (0.2)	0 (0.0) *	0 (0.3)	0 (0.2)	0 (0.1)	0 (0.2)	0 (0.2)
Probably	3 (0.4)	3 (0.5)	3 (0.7)	2 (0.6)	4 (1.0)	2 (0.3)	3 (0.4)
Total Positive	3 (0.5)	3 (0.5)	3 (0.7)	2 (0.6)	4 (1.0)	3 (0.4)	3 (0.4)
Probably Not	22 (1.2)	22 (1.9)	19 (1.4)	21 (1.5)	19 (1.4)	21 (1.0)	20 (1.0)
Definitely Not	74 (1.1)	75 (2.0)	78 (1.5)	77 (1.5)	76 (1.8)	76 (1.0)	77 (1.1)
DK/Refused	0 (0.2)	0 (0.0)	0 (0.1)	0 (0.2) *	0 (0.1) *	0 (0.2)	0 (0.1)
<u>Black<sup>b</sup></u>							
Definitely	1 (0.6)	5 (2.8)	0 (0.0) *	0 (0.0) *	1 (0.7)	1 (0.4)	2 (0.9)
Probably	14 (2.5) *	9 (2.9)	5 (1.8)	10 (2.7)	11 (2.9)	12 (1.8)	11 (2.1)
Total Positive	15 (2.5)	14 (4.6)	5 (1.8)	10 (2.7)	13 (3.0)	13 (1.9)	13 (2.1)
Probably Not	20 (2.8)	17 (4.6)	19 (3.2)	16 (3.0)	18 (2.9)	18 (2.0)	20 (2.6)
Definitely Not	64 (3.4)	67 (5.4)	75 (3.5)	73 (4.0)	71 (4.0)	69 (2.5)	67 (3.1)
DK/Refused	1 (0.6)	2 (1.4)	0 (0.0)	1 (0.7)	0 (0.0)	1 (0.4)	1 (0.6)
<u>Hispanic<sup>c</sup></u>							
Definitely	2 (1.0)	3 (3.3)	0 (0.0) *	0 (0.0) *	1 (0.5)	2 (0.8)	3 (1.4)
Probably	7 (2.4)	18 (4.3)	10 (2.9)	12 (3.7)	13 (3.4)	11 (2.3)	9 (2.2)
Total Positive	9 (2.9)	21 (5.2)	10 (2.9)	12 (3.7)	13 (3.5)	13 (2.5)	11 (2.6)
Probably Not	35 (4.7) *	24 (5.1)	15 (2.8)	26 (5.4)	29 (3.9)	23 (2.6)	26 (3.4)
Definitely Not	55 (4.8)	55 (5.8)	74 (3.7)	61 (5.7)	58 (4.4)	64 (4.0)	62 (4.1)
DK/Refused	1 (0.9)	0 (0.0) *	1 (1.1)	1 (0.7)	0 (0.4)	1 (0.4)	1 (0.4)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White females:

1990: 1,602	1991: 813	1992: 962	1993: 821	1994: 1,004	1995: 1,517	1996: 1,683	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black females:

1990: 233	1991: 114	1992: 140	1993: 126	1994: 166	1995: 462	1996: 315	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic females:

1990: 205	1991: 96	1992: 129	1993: 104	1994: 165	1995: 276	1996: 291	1
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**Table 18. Trends in Active Duty Service-Specific Propensity Among Young Males, by Race, 1990-1998: NAVY**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males</b>							
<u>White<sup>a</sup></u>							
Definitely	1 (0.2)	1 (0.3)	1 (0.3)	1 (0.4)	1 (0.3)	1 (0.2)	1 (0.1)
Probably	9 (0.4) *	9 (0.6) *	8 (0.8) *	6 (0.6)	6 (0.6)	7 (0.6)	6 (0.4)
Total Positive	10 (0.4) *	10 (0.8) *	9 (1.0) *	8 (0.7)	7 (0.6)	8 (0.6) *	7 (0.4)
Probably Not	39 (0.9) *	38 (1.4) *	36 (1.3)	37 (1.2)	36 (1.1)	35 (0.9)	36 (0.7)
Definitely Not	51 (0.9) *	51 (1.4) *	55 (1.6) *	55 (1.4) *	57 (1.0)	56 (0.9) *	56 (0.8)
DK/Refused	1 (0.1)	0 (0.2)	0 (0.2)	0 (0.2)	1 (0.2)	1 (0.1)	0 (0.2)
<u>Black<sup>b</sup></u>							
Definitely	3 (1.1)	4 (1.7)	6 (1.9) *	4 (1.4)	1 (0.5)	2 (0.6)	2 (0.6)
Probably	12 (2.0)	15 (3.4)	11 (2.8)	12 (2.3)	10 (1.9)	10 (1.2)	12 (1.5)
Total Positive	15 (2.2)	19 (3.7) *	17 (3.1) *	16 (2.4) *	11 (2.0)	12 (1.3)	14 (1.6)
Probably Not	32 (2.2)	26 (3.7)	27 (3.7)	28 (4.0)	31 (3.1)	28 (1.7)	28 (2.2)
Definitely Not	52 (2.7) *	55 (4.6)	56 (4.8)	56 (4.3)	57 (2.9)	58 (1.9)	58 (2.3)
DK/Refused	1 (0.4)	0 (0.3)	1 (0.9)	0 (0.0)	1 (0.6)	2 (0.6)	0 (0.2)
<u>Hispanic<sup>c</sup></u>							
Definitely	3 (0.9)	1 (0.9)	4 (1.4)	1 (0.6)	2 (1.0)	3 (0.7)	3 (0.9)
Probably	14 (2.1)	15 (3.5)	16 (2.7)	11 (2.0) *	12 (2.4)	13 (1.8)	15 (1.9)
Total Positive	16 (2.2)	16 (3.7)	19 (2.9)	12 (2.0) *	14 (2.8)	15 (1.9)	18 (2.0)
Probably Not	40 (3.4) *	40 (4.7)	36 (3.3)	42 (4.5) *	38 (3.2) *	33 (2.1)	34 (2.0)
Definitely Not	44 (3.3)	43 (4.8)	44 (4.0)	44 (4.2)	46 (3.4)	51 (2.5)	48 (2.0)
DK/Refused	1 (0.4)	0 (0.4)	1 (0.5)	2 (1.0)	2 (0.9)	1 (0.3)	1 (0.4)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one degree of freedom for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White males:

1990: 3,232	1991: 1,658	1992: 1,745	1993: 1,562	1994: 2,047	1995: 3,182	1996: 3,042	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black males:

1990: 358	1991: 189	1992: 184	1993: 208	1994: 278	1995: 655	1996: 483	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic males:

1990: 381	1991: 176	1992: 227	1993: 249	1994: 296	1995: 557	1996: 523	1
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**Table 19. Trends in Active Duty Service-Specific Propensity Among Young Females, by Race, 1990-1998: NAVY**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females</b>							
<u>White<sup>a</sup></u>							
Definitely	0 (0.2)	0 (0.1)	0 (0.1)	0 (0.3)	0 (0.1)	0 (0.2)	1 (0.2)
Probably	3 (0.5) *	4 (0.9)	2 (0.5)	2 (0.5)	2 (0.5)	2 (0.4)	3 (0.4)
Total Positive	3 (0.5) *	4 (0.9) *	2 (0.5)	2 (0.6)	2 (0.5)	2 (0.4)	4 (0.5)
Probably Not	22 (1.2)	22 (1.7)	21 (1.4)	22 (1.4)	20 (1.6)	21 (1.0)	21 (1.0)
Definitely Not	74 (1.3)	75 (1.9)	77 (1.4)	76 (1.3)	78 (1.7)	77 (1.0)	76 (1.0)
DK/Refused	0 (0.1)	0 (0.2)	0 (0.2)	0 (0.2)	0 (0.2)	0 (0.2)	0 (0.1)
<u>Black<sup>b</sup></u>							
Definitely	1 (0.6)	1 (1.2)	1 (0.5)	1 (0.6)	1 (0.6)	1 (0.5)	1 (0.6)
Probably	6 (1.6) *	9 (3.4)	5 (2.3) *	6 (2.0) *	4 (1.6) *	9 (1.1)	9 (2.1)
Total Positive	7 (1.6) *	10 (3.4)	6 (2.6) *	6 (2.0) *	5 (1.7) *	10 (1.1)	10 (2.0)
Probably Not	22 (2.9)	17 (4.4)	22 (4.2)	13 (3.0)	25 (3.7)	20 (2.1)	23 (3.0)
Definitely Not	71 (3.2)	72 (5.0)	72 (4.2)	80 (3.7) *	70 (3.7)	70 (2.0)	66 (3.3)
DK/Refused	0 (0.3)	2 (1.0)	1 (0.7)	1 (0.9)	0 (0.0)	0 (0.2)	1 (0.5)
<u>Hispanic<sup>c</sup></u>							
Definitely	2 (0.9)	5 (3.1)	1 (1.1)	0 (0.0)	0 (0.0)	1 (0.6)	0 (0.4)
Probably	8 (2.5)	7 (2.9)	6 (1.9)	9 (2.5)	16 (3.7) *	8 (1.7)	11 (1.8)
Total Positive	10 (2.9)	12 (4.0)	7 (2.2)	9 (2.5)	16 (3.7)	9 (1.8)	11 (1.9)
Probably Not	31 (4.4)	30 (5.6)	14 (3.2) *	33 (4.9)	28 (3.8)	28 (3.2)	29 (3.4)
Definitely Not	59 (4.5)	58 (6.0)	77 (3.8) *	58 (4.9)	57 (4.0)	63 (3.9)	60 (3.7)
DK/Refused	1 (0.5)	0 (0.0)	2 (1.4)	0 (0.0)	0 (0.0)	1 (0.5)	0 (0.2)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one degree of freedom for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White females:

1990: 1,602	1991: 813	1992: 962	1993: 821	1994: 1,004	1995: 1,517	1996: 1,683	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black females:

1990: 233	1991: 114	1992: 140	1993: 126	1994: 166	1995: 462	1996: 315	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic females:

1990: 205	1991: 96	1992: 129	1993: 104	1994: 165	1995: 276	1996: 291	1
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**Table 20. Trends in Active Duty Service-Specific Propensity Among Young Males, by Race, 1990-1998: MARINE CORPS**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males</b>							
<u>White<sup>a</sup></u>							
Definitely	2 (0.3)	2 (0.4)	2 (0.4)	1 (0.3)	2 (0.3)	2 (0.2)	1 (0.2)
Probably	7 (0.5) *	8 (0.8) *	8 (0.8) *	7 (0.7)	7 (0.6) *	6 (0.4)	6 (0.4)
Total Positive	9 (0.6) *	9 (0.9) *	10 (0.8) *	9 (0.7)	9 (0.7) *	8 (0.5)	7 (0.4)
Probably Not	37 (0.8) *	37 (1.3) *	33 (1.3)	33 (1.3)	34 (1.0)	35 (1.0)	35 (0.8)
Definitely Not	54 (0.8) *	53 (1.5) *	56 (1.4) *	58 (1.4)	57 (1.1) *	57 (1.0) *	58 (0.8)
DK/Refused	1 (0.1)	1 (0.2)	1 (0.2)	0 (0.2)	0 (0.1)	0 (0.1)	0 (0.1)
<u>Black<sup>b</sup></u>							
Definitely	4 (1.8)	6 (2.2)	5 (2.1)	1 (0.7)	1 (0.7)	2 (0.5)	2 (0.6)
Probably	13 (1.9)	14 (2.8)	13 (2.6)	14 (2.6)	12 (2.1)	12 (1.3)	13 (1.9)
Total Positive	17 (2.4)	19 (3.2) *	18 (3.5)	15 (2.7)	13 (2.1)	14 (1.5)	15 (1.9)
Probably Not	31 (2.6)	28 (4.2)	24 (4.1)	27 (3.2)	27 (2.9)	27 (2.0)	27 (2.1)
Definitely Not	51 (2.9) *	51 (4.3)	57 (4.3)	57 (3.4)	59 (3.2)	58 (2.0)	58 (2.5)
DK/Refused	1 (0.6)	1 (0.7)	1 (0.9)	1 (0.5)	1 (0.6)	2 (0.6)	0 (0.2)
<u>Hispanic<sup>c</sup></u>							
Definitely	3 (1.0)	4 (1.7)	4 (1.2)	5 (3.0)	4 (1.2)	3 (0.7)	5 (1.1)
Probably	14 (1.7)	19 (4.0)	19 (3.1)	15 (2.5)	14 (2.4)	20 (2.3)	17 (2.0)
Total Positive	18 (1.7) *	23 (4.4)	23 (3.3)	21 (3.9)	18 (2.7)	23 (2.3)	22 (2.5)
Probably Not	39 (2.5) *	37 (4.2)	35 (3.2)	39 (3.3) *	38 (4.2) *	30 (1.8)	32 (2.1)
Definitely Not	42 (2.9)	40 (4.8)	41 (3.4)	40 (3.5)	43 (3.7)	47 (2.9)	46 (2.3)
DK/Refused	2 (0.8)	0 (0.0) *	1 (0.7)	1 (0.6)	1 (0.8)	1 (0.3)	1 (0.4)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White males:

1990: 3,232	1991: 1,658	1992: 1,745	1993: 1,562	1994: 2,047	1995: 3,182	1996: 3,042	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black males:

1990: 358	1991: 189	1992: 184	1993: 208	1994: 278	1995: 655	1996: 483	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic males:

1990: 381	1991: 176	1992: 227	1993: 249	1994: 296	1995: 557	1996: 523	1
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**Table 21. Trends in Active Duty Service-Specific Propensity Among Young Females, by Race, 1990-1998: MARINE CORPS**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females</b>							
<u>White<sup>a</sup></u>							
Definitely	0 (0.1)	0 (0.1)	0 (0.0) *	0 (0.2)	0 (0.1)	0 (0.1)	0 (0.1)
Probably	1 (0.3)	1 (0.4)	2 (0.6)	1 (0.3)	3 (0.6)	1 (0.3)	2 (0.3)
Total Positive	2 (0.3)	1 (0.4)	2 (0.6)	1 (0.4)	3 (0.6)	2 (0.3)	2 (0.3)
Probably Not	21 (1.1)	20 (1.6)	18 (1.3)	21 (1.6)	17 (1.4)	20 (1.2)	19 (1.0)
Definitely Not	77 (1.1)	79 (1.6)	79 (1.5)	77 (1.7)	80 (1.5)	78 (1.1)	79 (1.0)
DK/Refused	0 (0.2)	0 (0.2)	0 (0.2)	1 (0.3) *	0 (0.1)	0 (0.2)	0 (0.1)
<u>Black<sup>b</sup></u>							
Definitely	2 (0.7)	1 (0.8)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.2)	2 (0.8)
Probably	6 (1.6)	3 (2.0)	5 (2.0)	8 (2.8)	3 (1.3)	6 (1.1)	6 (1.4)
Total Positive	8 (1.7)	4 (2.1)	5 (2.0)	8 (2.8)	3 (1.3)	6 (1.2)	8 (1.9)
Probably Not	21 (3.0)	19 (4.4)	19 (3.4)	16 (3.2)	26 (3.6) *	20 (1.9)	22 (2.9)
Definitely Not	71 (3.3)	75 (4.5)	76 (3.6)	76 (4.9)	71 (3.5)	75 (1.8)	70 (3.0)
DK/Refused	0 (0.4)	3 (1.4)	1 (0.7)	1 (0.7)	0 (0.0)	0 (0.2)	1 (0.5)
<u>Hispanic<sup>c</sup></u>							
Definitely	3 (1.2)	8 (4.3)	2 (1.5)	2 (1.5)	0 (0.0) *	1 (0.4)	1 (0.4)
Probably	5 (1.9)	3 (1.6)	2 (1.0) *	8 (3.3)	10 (3.0)	9 (2.0)	4 (1.5)
Total Positive	8 (2.4)	11 (4.4)	4 (1.7)	19 (3.5)	10 (3.0)	10 (2.0)	5 (1.5)
Probably Not	32 (4.2)	29 (5.1)	18 (3.0)	29 (4.9)	28 (4.0)	27 (2.9)	29 (3.6)
Definitely Not	59 (4.6)	60 (5.9)	77 (3.3) *	62 (5.4)	63 (4.4)	63 (3.9)	64 (4.0)
DK/Refused	1 (0.6)	0 (0.0)	2 (1.4)	0 (0.0)	0 (0.0)	1 (0.5)	2 (1.1)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one degree of freedom for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White females:

1990: 1,602	1991: 813	1992: 962	1993: 821	1994: 1,004	1995: 1,517	1996: 1,683	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black females:

1990: 233	1991: 114	1992: 140	1993: 126	1994: 166	1995: 462	1996: 315	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic females:

1990: 205	1991: 96	1992: 129	1993: 104	1994: 165	1995: 276	1996: 291	1
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**Table 22. Trends in Active Duty Service-Specific Propensity Among Young Males, by Race, 1990-1998: AIR FORCE**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Males</b>							
<u>White<sup>a</sup></u>							
Definitely	2 (0.2)	3 (0.4) *	2 (0.6)	2 (0.3)	1 (0.2)	2 (0.2)	1 (0.2)
Probably	11 (0.5) *	11 (0.8) *	9 (0.7) *	9 (1.0)	9 (0.8)	7 (0.5)	8 (0.5)
Total Positive	13 (0.6) *	13 (0.9) *	11 (0.9) *	10 (1.1)	10 (0.9)	9 (0.6)	9 (0.6)
Probably Not	41 (1.0) *	40 (1.3) *	37 (1.2)	36 (1.4)	37 (1.3)	37 (0.9)	37 (0.8)
Definitely Not	46 (0.9) *	47 (1.5) *	51 (1.3) *	53 (1.5)	53 (1.1)	54 (1.0)	54 (0.8)
DK/Refused	1 (0.1)	1 (0.2)	1 (0.3)	0 (0.2)	0 (0.1)	0 (0.1)	0 (0.1)
<u>Black<sup>b</sup></u>							
Definitely	4 (1.3)	5 (2.1)	1 (0.7)	2 (1.0)	2 (0.8)	3 (0.6)	2 (0.5)
Probably	14 (2.0)	21 (3.2) *	15 (3.0)	16 (3.4)	14 (2.1)	13 (1.3)	12 (1.4)
Total Positive	18 (2.5)	26 (3.4) *	16 (3.2)	18 (3.4)	15 (2.2)	16 (1.4)	13 (1.6)
Probably Not	32 (2.6)	26 (3.6)	29 (4.7)	26 (3.5)	29 (3.1)	26 (2.3)	31 (2.1)
Definitely Not	49 (2.8) *	46 (3.6) *	55 (4.3)	56 (4.8)	56 (2.9)	57 (2.2)	56 (2.3)
DK/Refused	1 (0.6)	2 (1.0)	0 (0.3)	0 (0.2)	1 (0.5)	1 (0.6)	1 (0.4)
<u>Hispanic<sup>c</sup></u>							
Definitely	5 (1.2)	3 (1.2)	4 (1.1)	3 (1.3)	4 (1.1)	4 (1.1)	3 (0.8)
Probably	20 (2.3)	20 (3.3)	19 (3.2)	19 (3.0)	16 (2.8)	18 (1.7)	19 (2.0)
Total Positive	25 (2.6)	22 (3.4)	23 (3.3)	22 (3.5)	20 (2.8)	21 (1.9)	22 (2.2)
Probably Not	40 (3.1) *	41 (3.8) *	34 (2.9)	37 (3.8)	35 (3.3)	33 (2.2)	36 (2.0)
Definitely Not	34 (3.1) *	37 (4.7)	42 (3.6)	40 (3.2)	45 (3.4)	44 (2.7)	43 (2.3)
DK/Refused	1 (0.8)	0 (0.0) *	1 (0.6)	1 (0.5)	0 (0.3)	1 (0.6)	0 (0.0)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White males:

1990: 3,232	1991: 1,658	1992: 1,745	1993: 1,562	1994: 2,047	1995: 3,182	1996: 3,042	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black males:

1990: 358	1991: 189	1992: 184	1993: 208	1994: 278	1995: 655	1996: 483	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic males:

1990: 381	1991: 176	1992: 227	1993: 249	1994: 296	1995: 557	1996: 523	1
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**Table 23. Trends in Active Duty Service-Specific Propensity Among Young Females, by Race, 1990-1998: AIR FORCE**

Market/Item Response	1990	1991	1992	1993	1994	1995	1996
<b>Young Females</b>							
<u>White<sup>a</sup></u>							
Definitely	1 (0.2)	1 (0.4)	1 (0.3)	1 (0.2)	1 (0.3)	1 (0.2)	1 (0.2)
Probably	4 (0.6)	5 (0.8) *	5 (0.7)	4 (0.7)	2 (0.5)	3 (0.4)	4 (0.6)
Total Positive	5 (0.6)	6 (1.0) *	5 (0.7)	4 (0.7)	3 (0.6)	4 (0.5)	4 (0.6)
Probably Not	24 (1.0)	24 (1.8)	20 (1.2)	23 (1.5)	21 (1.4)	22 (1.0)	21 (1.0)
Definitely Not	71 (1.2)	70 (1.9)	74 (1.5)	73 (1.7)	76 (1.7)	75 (1.0)	75 (1.1)
DK/Refused	1 (0.2)	0 (0.1)	0 (0.2)	0 (0.2)	0 (0.2)	0 (0.1)	0 (0.1)
<u>Black<sup>b</sup></u>							
Definitely	2 (0.8)	4 (1.9)	2 (1.2)	2 (1.2)	1 (0.9)	2 (0.6)	3 (0.9)
Probably	13 (2.3)	9 (3.8)	8 (2.6)	14 (3.0)	5 (1.7)	12 (1.5)	10 (1.6)
Total Positive	15 (2.5)	13 (4.1)	10 (3.1)	15 (3.1)	6 (1.9) *	14 (1.6)	13 (2.0)
Probably Not	22 (3.1)	18 (4.3)	19 (3.8)	16 (3.3)	24 (3.5)	16 (1.7)	23 (2.8)
Definitely Not	63 (3.4)	68 (6.6)	71 (3.8)	68 (5.1)	71 (3.6)	70 (1.7)	64 (2.7)
DK/Refused	0 (0.4)	2 (1.4)	0 (0.0)	1 (0.7)	0 (0.0)	1 (0.3)	1 (0.5)
<u>Hispanic<sup>c</sup></u>							
Definitely	2 (1.9)	5 (3.3)	2 (1.5)	1 (1.0)	3 (1.7)	2 (0.9)	1 (0.8)
Probably	8 (1.9)	14 (4.4)	11 (2.9)	9 (2.6)	6 (1.7)	11 (2.1)	13 (2.3)
Total Positive	10 (2.5)	19 (5.1)	13 (3.1)	10 (2.8)	9 (2.2)	12 (2.2)	14 (2.5)
Probably Not	32 (4.2) *	23 (4.5)	21 (3.3)	29 (5.4)	31 (3.8) *	26 (2.9)	27 (3.6)
Definitely Not	57 (4.3)	56 (5.7)	65 (3.3)	61 (5.6)	57 (3.8)	60 (3.8)	59 (4.0)
DK/Refused	1 (1.0)	2 (1.2)	1 (1.1)	0 (0.0) *	3 (2.3)	2 (0.9)	1 (0.5)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Total positive may differ from the sum of its components due to rounding. Percentages may not sum to 100 due to rounding.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young White females:

1990: 1,602	1991: 813	1992: 962	1993: 821	1994: 1,004	1995: 1,517	1996: 1,683	1
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<sup>b</sup>Estimates are based on the following number of interviews with young Black females:

1990: 233	1991: 114	1992: 140	1993: 126	1994: 166	1995: 462	1996: 315	1
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<sup>c</sup>Estimates are based on the following number of interviews with young Hispanic females:

1990: 205	1991: 96	1992: 129	1993: 104	1994: 165	1995: 276	1996: 291	1
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**Table 24. Primary Reasons for Joining the Military Among Young Males and Young Females, 1990-1998**

<b>If you were to consider joining the military, what would be the main reasons?</b>	1990	1991	1992	1993	1994	1995	1996
<b>Young Males<sup>a</sup></b>							
Pay for Future Education	NA	25 (1.1) *	27 (1.0) *	29 (1.1)	30 (1.5)	33 (1.1)	32 (1.1)
Experience/Job Training	NA	28 (1.3) *	31 (1.0) *	24 (1.2)	23 (1.4)	24 (0.9)	24 (1.0)
Duty/Obligation to Country	NA	18 (1.0) *	18 (0.8) *	14 (0.8)	11 (1.0) *	11 (0.7) *	12 (0.7)
Pay/Money	NA	15 (0.8) *	13 (0.9)	10 (0.8)	13 (1.1)	12 (0.7)	11 (0.8)
<b>Young Females<sup>b</sup></b>							
Pay for Future Education	NA	31 (1.6)	28 (1.6) *	32 (1.4)	30 (2.1)	36 (1.4)	39 (1.4)
Experience/Job Training	NA	20 (1.3)	18 (1.3)	15 (1.1)	12 (1.4) *	13 (0.9) *	17 (1.2)
Duty/Obligation to Country	NA	13 (1.3) *	13 (1.0) *	13 (1.2) *	11 (1.6)	8 (0.8)	10 (0.9)
Pay/Money	NA	13 (1.4) *	12 (1.0)	9 (1.2)	11 (1.5)	9 (0.8)	9 (0.9)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the military.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place and rounded to the nearest whole number for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young males:

1990: NA	1991: 2,122	1992: 2,298	1993: 2,141	1994: 2,790	1995: 2,413	1996: 2,223	1
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<sup>b</sup>Estimates are based on the following number of interviews with young females:

1990: NA	1991: 1,066	1992: 1,300	1993: 1,101	1994: 1,410	1995: 1,245	1996: 1,224	1
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**Table 25. Interests in Joining the Military Among Young Males and Young Females, 1994-1998**

Thinking back to this time last year, would you say your interest in joining the military has increased, remained the same, or decreased?	Young Males					Young Females		
	1994 <sup>a</sup>	1995 <sup>b</sup>	1996 <sup>c</sup>	1997 <sup>d</sup>	1998 <sup>e</sup>	1994 <sup>f</sup>	1995 <sup>g</sup>	1998 <sup>j</sup>
<b>Total</b>								
Increased	18 (1.0)	19 (0.8) *	17 (0.9)	18 (0.9)	15 (0.8)	10 (1.5)	12 (0.9) *	1
Remained the Same	43 (1.6)	45 (1.2)	48 (1.1)	45 (1.1)	46 (1.3)	50 (2.4)	55 (2.0)	5
Decreased	39 (1.6)	36 (1.2)	35 (1.2)	38 (1.4)	38 (1.0)	40 (2.4)	33 (1.7) *	3
<b>White, non-Hispanic</b>								
Increased	17 (1.1) *	17 (0.9) *	16 (1.0)	15 (1.0)	14 (0.8)	8 (1.4)	8 (0.9)	1
Remained the Same	46 (1.8)	47 (1.4)	48 (1.1)	47 (1.3)	47 (1.4)	53 (2.5)	58 (2.0)	5
Decreased	37 (1.9)	36 (1.2)	37 (1.2)	38 (1.3)	39 (1.3)	39 (2.7)	33 (1.8)	3
<b>Black, non-Hispanic</b>								
Increased	21 (4.5)	20 (2.7)	16 (2.5)	24 (3.7) *	15 (2.1)	15 (4.3)	19 (3.2) *	1
Remained the Same	34 (5.2) *	37 (2.6) *	52 (3.7)	38 (4.0) *	51 (2.8)	50 (6.6)	46 (4.5)	4
Decreased	46 (4.9) *	42 (2.9) *	32 (3.3)	38 (4.0)	34 (2.4)	35 (6.6)	35 (4.4)	3
<b>Hispanic</b>								
Increased	18 (4.0)	26 (2.7)	26 (3.6)	24 (2.6)	22 (2.4)	14 (5.2)	17 (3.7)	1
Remained the Same	43 (4.7)	42 (3.4)	43 (2.9)	41 (2.8)	39 (2.8)	38 (6.8)	49 (5.5)	4
Decreased	37 (4.4)	30 (3.2)	30 (3.0)	36 (3.3)	37 (3.0)	48 (6.2)	33 (4.8)	3

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with a parent or guardian.
- Percentages may not sum to 100 due to rounding and nonreporting of 'DK/Refused' in table.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on interviews with 1,375 young males.

<sup>b</sup>Estimates are based on interviews with 2,345 young males.

<sup>c</sup>Estimates are based on interviews with 2,175 young males.

<sup>d</sup>Estimates are based on interviews with 2,177 young males.

<sup>e</sup>Estimates are based on interviews with 2,289 young males.

<sup>f</sup>Estimates are based on interviews with 715 young females.

<sup>g</sup>Estimates are based on interviews with 1,164 young females.

<sup>h</sup>Estimates are based on interviews with 1,245 young females.

<sup>i</sup>Estimates are based on interviews with 1,394 young females.

<sup>j</sup>Estimates are based on interviews with 1,203 young females.

**Table 26. Reasons for Increase in Interest in the Military Among Young Males and Young Females, 1994-1998**

Why has your interest in the military increased since last year?	Young Males					You		
	1994 <sup>a</sup>	1995 <sup>b</sup>	1996 <sup>c</sup>	1997 <sup>d</sup>	1998 <sup>e</sup>	1994 <sup>f</sup>	1995 <sup>g</sup>	
<b>Life</b>								
Change in Life/Time to Change	9 (2.0)	11 (1.9)	10 (1.6)	11 (1.6)	12 (1.7)	11 (4.3)	10 (2.9)	1
Getting Older/Mature	2 (0.8) *	9 (1.5)	6 (1.3)	6 (1.4)	7 (1.3)	5 (3.1)	1 (0.8)	
Current Circumstances Unsatisfactory	2 (0.9)	2 (0.8)	3 (1.1)	3 (1.0)	4 (1.2)	4 (2.2)	1 (0.5)	
Scholastic Frustration	3 (1.1)	1 (0.6)	3 (1.1)	2 (1.0)	1 (0.7)	1 (1.1)	0 (0.0)	
Increased Obligations	1 (0.4)	2 (0.6)	1 (0.7)	2 (0.8)	1 (0.4)	0 (0.0)	0 (0.0)	
<b>Money/Finances</b>								
Money for College	23 (3.3)	21 (2.0)	25 (2.3)	23 (2.0)	22 (2.3)	21 (4.0)	29 (5.2)	2
Money	7 (1.9)	5 (1.2)	6 (1.6)	4 (1.0)	6 (1.3)	5 (2.7)	3 (1.6)	
<b>Job</b>								
Military Provides Training	18 (3.1)	17 (2.3)	12 (2.1)	14 (1.9)	18 (2.4)	10 (5.2)	11 (2.3)	1
Military Provides Job	13 (2.9)	7 (1.4)	8 (1.6)	9 (1.6)	10 (1.9)	16 (5.3) *	8 (2.9)	1
Dissatisfied with Current job	1 (0.4)	1 (0.6)	1 (0.4)	0 (0.0)	1 (0.9)	1 (0.6)	0 (0.2)	
<b>Saw/Talked</b>								
Recruiter Contacts	5 (5.0)	6 (1.5)	5 (1.1)	4 (1.2)	8 (1.7)	1 (0.9) *	4 (2.1) *	
Talk with Military	13 (2.6) *	9 (1.4)	9 (1.9)	11 (1.8) *	6 (1.3)	4 (2.4)	14 (3.3)	1
Talk with non-Military	1 (0.6) *	3 (0.9)	3 (0.8)	3 (1.0)	5 (1.1)	7 (4.6)	3 (1.4)	
Advertising/Mail	2 (0.8)	3 (1.2)	3 (0.8)	4 (0.9)	3 (0.9)	3 (2.4)	2 (1.1) *	
News/World Events	1 (0.7)	1 (0.4)	0 (0.3) *	0 (0.3) *	2 (0.7)	0 (0.0)	0 (0.3)	
<b>Right Thing to Do</b>	5 (1.7)	5 (1.1)	6 (1.2)	6 (1.2)	7 (1.5)	0 (0.0) *	7 (2.0)	1
<b>Other</b>	53 (3.9) *	45 (2.9) *	42 (3.0)	35 (2.2)	37 (2.5)	68 (6.8)	50 (4.2)	3

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within 50 miles of a military installation.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on interviews with 231 young males.

<sup>b</sup>Estimates are based on interviews with 432 young males.

<sup>c</sup>Estimates are based on interviews with 373 young males.

<sup>d</sup>Estimates are based on interviews with 388 young males.

<sup>e</sup>Estimates are based on interviews with 367 young males.

<sup>f</sup>Estimates are based on interviews with 68 young females.

<sup>g</sup>Estimates are based on interviews with 141 young females.

<sup>h</sup>Estimates are based on interviews with 145 young females.

<sup>i</sup>Estimates are based on interviews with 167 young females.

<sup>j</sup>Estimates are based on interviews with 109 young females.

**Table 27. Reasons for Decrease in Interest in the Military Among Young Males and Young Females, 1994-1998**

Why has your interest in the military decreased since last year?	Young Males					Young Females		
	1994 <sup>a</sup>	1995 <sup>b</sup>	1996 <sup>c</sup>	1997 <sup>d</sup>	1998 <sup>e</sup>	1994 <sup>f</sup>	1995 <sup>g</sup>	1998 <sup>j</sup>
<b>Life</b>								
Other Career Plans	16 (1.5)	18 (1.3)	18 (1.3)	18 (1.4)	20 (1.3)	13 (2.4) *	17 (1.9)	2 (0.1)
Going to School	17 (1.7)	17 (1.4)	19 (1.6) *	17 (1.7)	14 (1.3)	16 (2.4)	16 (2.1)	1 (0.0)
Current Circumstances Preferable	6 (1.2)	6 (0.8)	7 (1.3)	7 (0.9)	8 (1.1)	7 (2.1)	9 (1.6)	
Employed	8 (1.8)	7 (1.0)	7 (1.0)	7 (0.8)	6 (1.0)	2 (0.9)	2 (0.7)	
Increased Obligations	4 (1.2)	4 (0.6)	5 (1.0)	5 (0.8)	4 (0.7)	6 (1.5)	13 (2.1) *	1 (0.0)
Getting Older/Mature	1 (0.5)	1 (0.5)	1 (0.5)	2 (0.5)	1 (0.4)	1 (0.5)	2 (0.9)	
<b>Saw/Talked</b>								
Talk with Military	3 (0.7)	4 (0.7)	5 (0.7)	1 (0.5) *	3 (0.7)	3 (1.0)	3 (1.1)	
Recruiter Contacts	1 (0.6)	1 (0.4)	2 (0.5)	1 (0.4)	2 (0.6)	1 (0.5)	1 (0.5)	
News/World Events	4 (1.0) *	1 (0.4)	2 (0.5)	5 (0.7) *	2 (0.5)	5 (1.5)	1 (0.5)	
Talk with non-Military	1 (0.4)	1 (0.3)	1 (0.5)	1 (0.3)	1 (0.2)	1 (0.6)	1 (0.5)	
<b>Military</b>								
Dislike Military	9 (1.3)	10 (1.2)	11 (1.2)	10 (1.4)	10 (1.4)	6 (1.5)	6 (1.2)	1 (0.0)
Not for Youth/No Interest	8 (1.3)	7 (1.0)	11 (1.2) *	10 (1.3)	7 (0.9)	7 (1.8)	9 (1.7)	1 (0.0)
Not Qualified/Failed Test	3 (1.0)	2 (0.5) *	6 (0.9)	4 (0.8)	4 (0.8)	3 (1.1)	1 (0.5) *	
Negative Experience	2 (0.6)	3 (0.6)	4 (0.8)	4 (0.9)	3 (0.6)	2 (0.8)	4 (1.0)	
Danger	2 (0.5)	2 (0.5)	2 (0.5)	2 (0.4)	2 (0.4)	2 (0.8)	1 (0.5) *	
Downsizing/No Opportunities	1 (0.6)	1 (0.3)	0 (0.2)	1 (0.3)	1 (0.4)	1 (0.6)	0 (0.3)	
Base Closings	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.2)	0 (0.3)	0 (0.4)	0 (0.4)	
<b>Other</b>	39 (2.9)	40 (1.8) *	27 (1.9) *	32 (1.9)	35 (1.7)	54 (3.7) *	44 (3.1)	2 (0.1)

**Notes:**

- The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing with their parents.
- \* Differences from 1998 are statistically significant at the p=.05 level. (Significance tests were computed using estimates with one decimal place for this table.)

**Source:** Fall 1998 YATS

<sup>a</sup>Estimates are based on interviews with 519 young males.

<sup>b</sup>Estimates are based on interviews with 833 young males.

<sup>c</sup>Estimates are based on interviews with 753 young males.

<sup>d</sup>Estimates are based on interviews with 773 young males.

<sup>e</sup>Estimates are based on interviews with 842 young males.

<sup>f</sup>Estimates are based on interviews with 263 young females.

<sup>g</sup>Estimates are based on interviews with 380 young females.

<sup>h</sup>Estimates are based on interviews with 415 young females.

<sup>i</sup>Estimates are based on interviews with 488 young females.

<sup>j</sup>Estimates are based on interviews with 424 young females.

## **Appendix E**

### **Supplementary Data Tables for Chapte**

**Table E-1. Main Reasons for Joining Among Young Men and Women by Composite Active Pr  
(Supporting Data for Table 4-1, p. 4-4)**

	Men			Women	
	Propensity		Total	Propensity	
	Positive	Negative		Positive	Negative
Money for education	33 (1.2)	31 (0.8)	32 (0.7)	33 (2.2)	37 (1.0)
Job training	34 (1.1)	21 (0.7)	24 (0.7)	31 (2.5)	16 (0.6)
Duty to country	18 (0.9)	11 (0.4)	13 (0.4)	13 (1.9)	9 (0.5)
Pay	12 (0.9)	11 (0.6)	11 (0.4)	10 (1.7)	9 (0.5)
Travel	10 (0.8)	7 (0.4)	8 (0.4)	9 (1.4)	6 (0.5)
Develop discipline	7 (0.6)	5 (0.4)	6 (0.3)	5 (1.0)	3 (0.3)
Job security	7 (0.8)	5 (0.3)	5 (0.3)	6 (1.5)	4 (0.3)
Self-esteem	10 (0.8)	4 (0.3)	5 (0.3)	8 (1.4)	3 (0.3)
<i>Would not consider</i>	0 (--)	7 (0.5)	5 (0.3)	0 (--)	10 (0.7)
Family tradition	6 (0.6)	3 (0.2)	4 (0.2)	5 (0.9)	2 (0.3)
National defense	3 (0.5)	2 (0.2)	3 (0.2)	3 (0.8)	2 (0.2)
Retirement benefits	4 (0.6)	3 (0.3)	3 (0.2)	3 (0.8)	2 (0.3)
Physical challenge	4 (0.5)	3 (0.2)	3 (0.2)	3 (1.0)	2 (0.2)
Nothing better to do	2 (0.3)	3 (0.3)	3 (0.2)	3 (0.9)	2 (0.2)
Mean number of mentions	1.5	1.1	1.2	1.3	1.1

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

**Table E-2. Main Reasons for Joining Among Young Men and Women by Race/Ethnicity  
(Supporting Data for Table 4-2, p. 4-5)**

	<b>Men Race/Ethnicity</b>			<b>Women Race/Ethnicity</b>	
	White	Black	Hispanic	White	Black
Money for education	33 (0.9)	29 (1.8)	31 (2.0)	38 (1.0)	34 (2.1)
Job training	25 (0.7)	21 (1.8)	27 (1.6)	16 (0.7)	21 (2.2)
Duty to country	13 (0.5)	10 (1.2)	13 (1.3)	11 (0.6)	6 (1.1)
Pay	11 (0.4)	14 (1.2)	11 (1.2)	9 (0.5)	12 (1.5)
Travel	7 (0.4)	9 (1.1)	7 (0.9)	6 (0.5)	9 (1.4)
Develop discipline	6 (0.4)	4 (0.7)	6 (0.9)	3 (0.4)	4 (0.9)
Job security	5 (0.3)	5 (0.9)	6 (0.8)	4 (0.5)	5 (1.2)
Self-esteem	5 (0.4)	6 (0.8)	8 (1.0)	3 (0.3)	5 (1.1)
<i>Would not consider</i>	5 (0.4)	6 (1.1)	4 (0.7)	10 (0.6)	9 (1.4)
Family tradition	4 (0.3)	4 (0.7)	3 (0.6)	3 (0.4)	2 (0.6)
National defense	3 (0.3)	1 (0.5)	3 (0.7)	2 (0.3)	1 (0.6)
Retirement benefits	3 (0.3)	3 (0.6)	3 (0.7)	2 (0.4)	2 (0.6)
Physical challenge	3 (0.3)	1 (0.6)	4 (0.6)	2 (0.3)	1 (0.6)
Nothing better to do	2 (0.3)	4 (0.7)	3 (0.6)	1 (0.2)	2 (0.7)
Mean number of mentions	1.2	1.2	1.3	1.1	1.1

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

**Table E-3. Main Reasons for Joining Among High School Seniors and Graduates, by Gender**  
(Supporting Data for Section: *School Status*, p. 4-6)

Reason	Men		Women	
	High School Senior <sup>a</sup>	High School Graduate <sup>b</sup>	High School Senior <sup>c</sup>	High School Graduate <sup>d</sup>
Pay	10 (0.9)	12 (1.4)	9 (1.0)	9 (1.6)
Travel	7 (0.8)	11 (1.1)	6 (0.9)	10 (1.9)
National Defense	2 (0.4)	2 (0.5)	3 (0.6)	1 (0.4)
Retirement Benefits	2 (0.5)	4 (0.8)	2 (0.5)	3 (0.7)
Job Training	23 (1.3)	29 (1.6)	19 (1.7)	18 (1.6)
Self-Esteem	6 (0.7)	5 (0.7)	6 (0.8)	3 (0.8)
Duty to Country	11 (1.0)	9 (0.8)	10 (1.0)	6 (1.1)
Money for Education	40 (1.5)	29 (1.8)	42 (1.6)	37 (2.8)
Physical Challenge	3 (0.5)	3 (0.6)	3 (0.6)	3 (0.7)
Develop Discipline	5 (0.6)	4 (0.7)	4 (0.7)	2 (0.6)
Job Security	4 (0.5)	9 (1.0)	3 (0.6)	8 (1.2)
Family Tradition	3 (0.4)	3 (0.6)	3 (0.7)	2 (0.6)
Nothing Better to Do	3 (0.5)	4 (0.8)	2 (0.6)	2 (0.8)
<i>Would Not Consider</i>	3 (0.5)	5 (0.9)	8 (1.1)	10 (1.7)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

<sup>a</sup> Estimates are based on 1,310 interviews.

<sup>b</sup> Estimates are based on 825 interviews.

<sup>c</sup> Estimates are based on 817 interviews.

<sup>d</sup> Estimates are based on 452 interviews.

**Table E-4. Main Reasons for Joining Among Young Men and Women, by Parent Veteran**  
(Supporting Data for Section: *Veterans*, p. 4-6)

Reason	Men		Women	
	Veteran <sup>a</sup>	Non-Veteran <sup>b</sup>	Veteran <sup>c</sup>	Non-Veteran <sup>d</sup>
Pay	13 (1.0)	11 (0.5)	11 (1.0)	9 (0.5)
Travel	8 (0.8)	8 (0.4)	8 (0.8)	6 (0.5)
National Defense	2 (0.3)	3 (0.3)	2 (0.6)	2 (0.3)
Retirement Benefits	2 (0.4)	3 (0.3)	2 (0.6)	2 (0.3)
Job Training	27 (1.1)	23 (0.8)	19 (1.5)	17 (0.8)
Self-Esteem	6 (0.6)	5 (0.4)	3 (0.6)	4 (0.4)
Duty to Country	11 (0.9)	13 (0.5)	8 (0.9)	10 (0.5)
Money for Education	34 (1.1)	31 (0.8)	37 (1.8)	36 (1.1)
Physical Challenge	3 (0.5)	3 (0.3)	3 (0.5)	2 (0.3)
Develop Discipline	5 (0.5)	6 (0.4)	4 (0.7)	3 (0.4)
Job Security	6 (0.6)	5 (0.3)	5 (1.0)	4 (0.4)
Family Tradition	4 (0.6)	3 (0.2)	4 (0.6)	3 (0.3)
Nothing Better to Do	4 (0.6)	3 (0.2)	2 (0.6)	2 (0.3)
<i>Would Not Consider</i>	3 (0.5)	6 (0.4)	8 (1.1)	9 (0.6)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

<sup>a</sup> Estimates are based on 1,588 interviews.

<sup>b</sup> Estimates are based on 5,028 interviews.

<sup>c</sup> Estimates are based on 807 interviews.

<sup>d</sup> Estimates are based on 3,057 interviews.

**Table E-5. Main Reasons for Joining Among Young Men and Women by Friend Veteran Status**  
(Supporting Data for Section: *Veterans*, p. 4-7)

Reason	Men		Women	
	Veteran <sup>a</sup>	Non-Veteran <sup>b</sup>	Veteran <sup>c</sup>	Non-Veteran <sup>d</sup>
Pay	12 (0.7)	11 (0.6)	11 (1.1)	9 (0.6)
Travel	10 (0.9)	7 (0.4)	7 (0.9)	6 (0.5)
National Defense	2 (0.4)	3 (0.2)	3 (0.5)	2 (0.2)
Retirement Benefits	4 (0.5)	3 (0.2)	2 (0.5)	2 (0.2)
Job Training	29 (1.1)	22 (0.7)	18 (1.3)	17 (0.6)
Self-Esteem	7 (0.6)	5 (0.3)	4 (0.6)	4 (0.3)
Duty to Country	14 (0.8)	12 (0.5)	8 (1.0)	10 (0.7)
Money for Education	33 (1.2)	31 (0.8)	42 (1.8)	35 (1.1)
Physical Challenge	3 (0.4)	3 (0.3)	3 (0.5)	2 (0.2)
Develop Discipline	7 (0.7)	5 (0.4)	4 (0.8)	3 (0.3)
Job Security	6 (0.7)	5 (0.3)	6 (0.9)	3 (0.2)
Family Tradition	4 (0.5)	3 (0.3)	3 (0.6)	3 (0.2)
Nothing Better to Do	3 (0.4)	3 (0.3)	2 (0.6)	2 (0.2)
<i>Would Not Consider</i>	4 (0.5)	5 (0.4)	8 (1.0)	9 (0.6)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

<sup>a</sup> Estimates are based on 1,819 interviews.

<sup>b</sup> Estimates are based on 4,797 interviews

<sup>c</sup> Estimates are based on 905 interviews.

<sup>d</sup> Estimates are based on 2,959 interviews

**Table E-6. Trends in Common Reasons for Entering Military Service Among Young M**  
(Supporting Data for Figure 4-1, p. 4-8)

Reason/Year	1991	1992	1993	1994	1995	1996
Young Males <sup>a</sup>						
Money for Education	24 (1.1)	27 (1.0)	29 (1.1)	30 (1.5)	33 (1.1)	32 (1.1)
Experience/Job Training	28 (1.3)	31 (1.0)	24 (1.2)	23 (1.4)	24 (0.9)	24 (1.0)
Duty/Obligation to Country	18 (1.0)	18 (0.8)	14 (0.8)	11 (1.0)	11 (0.7)	12 (0.7)
Pay/Money	15 (0.8)	13 (0.9)	10 (0.8)	13 (1.1)	12 (0.7)	11 (0.8)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education in the contiguous United States.

**Source:** 1991 - 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young males:

1991: 2,122      1992: 2,298      1993: 2,141      1994: 2,790      1995: 2,413      1996: 2,223      1997: 2,101

**Table E-7. Trends in Common Reasons for Entering Military Service Among Young Women  
(Supporting Data for Figure 4-2, p. 4-8)**

<b>Reason/Year</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>
Young Females <sup>a</sup>						
Money for Education	31 (1.6)	28 (1.6)	32 (1.4)	30 (2.1)	36 (1.4)	39 (1.4)
Experience/Job Training	20 (1.3)	18 (1.3)	15 (1.1)	12 (1.4)	13 (0.9)	17 (1.2)
Duty/Obligation to Country	13 (1.3)	13 (1.0)	13 (1.2)	11 (1.6)	8 (0.8)	10 (0.9)
Pay/Money	13 (1.4)	12 (1.0)	9 (1.2)	11 (1.5)	9 (0.8)	9 (0.9)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education in the contiguous United States.

**Source:** 1991 - 1998 YATS

<sup>a</sup>Estimates are based on the following number of interviews with young females:

1991: 1,066      1992: 1,300      1993: 1,101      1994: 1,410      1995: 1,245      1996: 1,224      1997: 1,361

**Table E-8. Main Reasons for Increased Interest in the Military  
Among Young Men and Women  
(Supporting Data for Table 4-3, p. 4-10)**

	<b>Men</b>	<b>Women</b>
<b>Life</b>		
Getting older	6 (0.8)	2 (0.7)
Change in life	11 (0.9)	11 (1.6)
Scholastic frustration	2 (0.5)	3 (1.0)
Circumstances unsatisfactory	4 (0.7)	3 (1.0)
Increased obligations	1 (0.4)	2 (0.8)
<b>Money/Finances</b>		
Money for college	23 (1.3)	28 (2.3)
Money	5 (0.8)	4 (1.0)
<b>Job</b>		
Training	15 (1.1)	10 (1.6)
Military provides job	9 (1.1)	7 (1.4)
Dissatisfied with current job	1 (0.3)	0 (--)
<b>Saw/Talked</b>		
Talk with military	9 (1.0)	13 (1.7)
Recruiter contacts	6 (0.8)	8 (1.2)
Talk with non-military	4 (0.6)	5 (1.1)
Advertising	3 (0.5)	3 (0.7)
News/world events	1 (0.2)	1 (0.4)
<b>Right Thing to Do</b>	<b>6 (0.7)</b>	<b>7 (1.8)</b>

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States, who said their interest in military service had increased in the past year.

**Source:** 1996 - 1998 YATS

**Table E-9. Main Reasons Not to Enlist Among Young Men and Women by Composite Active P  
(Supporting Data for Table 4-4, p. 4-13)**

	Men			Women	
	Propensity		Total	Propensity	
	Positive	Negative		Positive	Negative
Military lifestyle	10 (0.9)	23 (0.6)	19 (0.6)	12 (1.5)	28 (1.0)
Other career interests	6 (0.6)	13 (0.5)	12 (0.4)	4 (0.9)	11 (0.6)
Threat to life	14 (0.9)	10 (0.4)	11 (0.3)	13 (2.1)	9 (0.5)
Long commitment	9 (0.8)	12 (0.5)	11 (0.4)	6 (1.2)	10 (0.7)
Family obligations	9 (0.9)	8 (0.5)	9 (0.4)	18 (2.0)	16 (0.8)
Against my beliefs	4 (0.6)	7 (0.4)	6 (0.3)	4 (1.0)	6 (0.4)
Health	2 (0.3)	4 (0.3)	4 (0.2)	2 (0.7)	4 (0.4)
Education	3 (0.4)	4 (0.3)	3 (0.2)	3 (0.9)	4 (0.4)
Negative publicity	1 (0.3)	2 (0.2)	2 (0.2)	2 (0.6)	1 (0.2)
Pay	2 (0.3)	2 (0.2)	2 (0.1)	1 (0.6)	1 (0.1)
Not qualified	1 (0.3)	1 (0.2)	1 (0.2)	1 (0.5)	1 (0.2)
Mean number of mentions	0.6	0.9	0.8	0.7	0.9

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

**Table E-10. Main Reasons Not to Enlist Among Young Men and Women by Race/Ethnicity  
(Supporting Data for Table 4-5, p. 4-14)**

	<b>Men</b>			<b>Women</b>		
	<b>Race/Ethnicity</b>			<b>Race/Ethnicity</b>		
	White	Black	Hispanic	White	Black	Hispanic
Military lifestyle	21 (0.3)	20 (0.8)	13 (0.7)	25 (0.6)	26 (1.1)	20 (0.9)
Other career interests	14 (0.3)	8 (0.5)	7 (0.4)	12 (0.4)	5 (0.8)	10 (0.5)
Threat to life	9 (0.2)	17 (0.6)	11 (0.5)	8 (0.4)	14 (0.9)	11 (0.5)
Long commitment	13 (0.2)	5 (0.3)	11 (0.7)	11 (0.3)	6 (0.6)	10 (0.5)
Family obligations	8 (0.3)	5 (0.4)	14 (0.9)	16 (0.3)	13 (0.8)	20 (0.9)
Against my beliefs	6 (0.2)	9 (0.5)	5 (0.5)	6 (0.2)	5 (0.6)	10 (0.5)
Health	5 (0.2)	2 (0.3)	2 (0.3)	5 (0.2)	2 (0.5)	10 (0.5)
Education	4 (0.1)	3 (0.2)	3 (0.3)	4 (0.1)	3 (0.5)	10 (0.5)
Negative publicity	2 (0.1)	1 (0.1)	2 (0.4)	1 (0.1)	1 (0.2)	10 (0.5)
Pay	2 (0.1)	1 (0.2)	1 (0.2)	1 (0.1)	1 (0.1)	10 (0.5)
Not qualified	2 (0.1)	0 (--)	1 (0.1)	1 (0.1)	2 (0.4)	10 (0.5)
Mean number of mentions	0.8	0.7	0.7	0.9	0.8	0.8

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

**Table E-11. Main Reasons for Not Joining Among High School Seniors and Graduates, by Gender**  
(Supporting Data for Section: *School Status*, p. 4-14)

Reason	Men		Women	
	High School Senior <sup>a</sup>	High School Graduate <sup>b</sup>	High School Senior <sup>c</sup>	High School Graduate <sup>d</sup>
Pay	1 (0.4)	2 (0.5)	0 (--)	1 (0.5)
Education	5 (0.5)	2 (0.5)	6 (1.1)	1 (0.4)
Family Obligations	6 (0.8)	11 (1.2)	11 (1.6)	25 (2.2)
Health	3 (0.5)	5 (0.8)	4 (0.8)	6 (1.2)
Against Beliefs	6 (0.7)	7 (1.0)	5 (0.9)	5 (1.1)
Military Lifestyle	19 (1.3)	25 (1.7)	25 (1.7)	22 (2.1)
Threat to Life	11 (0.9)	8 (1.0)	10 (1.4)	8 (1.4)
Not Qualified	0 (--)	2 (0.6)	2 (0.5)	1 (0.5)
Negative Publicity	1 (0.4)	2 (0.5)	1 (0.3)	2 (0.7)
Other Career Interests	13 (0.9)	10 (1.0)	10 (1.0)	6 (1.0)
Long Commitment	13 (1.0)	11 (1.2)	10 (1.2)	7 (1.6)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

<sup>a</sup> Estimates are based on 1,262 interviews.

<sup>b</sup> Estimates are based on 783 interviews.

<sup>c</sup> Estimates are based on 748 interviews.

<sup>d</sup> Estimates are based on 406 interviews.

**Table E-12. Main Reasons for Not Joining Among Young Men and Women,  
by Parent Veteran Status  
(Supporting Data for Section: *Veterans*, p. 4-14)**

Reason	Men		Women	
	Veteran <sup>a</sup>	Non-Veteran <sup>b</sup>	Veteran <sup>c</sup>	Non-Veteran <sup>d</sup>
Pay	1 (0.1)	2 (0.1)	1 (0.2)	0 (--)
Education	4 (0.2)	3 (0.1)	3 (0.4)	4 (0.2)
Family Obligations	8 (0.3)	9 (0.2)	17 (0.9)	16 (0.5)
Health	4 (0.2)	4 (0.1)	5 (0.5)	4 (0.2)
Against Beliefs	6 (0.3)	7 (0.2)	4 (0.3)	6 (0.3)
Military Lifestyle	21 (0.6)	19 (0.3)	27 (0.9)	25 (0.4)
Threat to Life	10 (0.3)	11 (0.2)	8 (0.8)	10 (0.3)
Not Qualified	1 (0.1)	1 (0.1)	2 (0.3)	1 (0.1)
Negative Publicity	2 (0.3)	2 (0.1)	2 (0.1)	1 (0.2)
Other Career Interests	11 (0.6)	12 (0.2)	8 (0.6)	10 (0.3)
Long Commitment	13 (0.4)	11 (0.2)	9 (0.4)	10 (0.3)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

**Source:** 1996 - 1998 YATS

<sup>a</sup> Estimates are based on 1,527 interviews.

<sup>b</sup> Estimates are based on 4,753 interviews.

<sup>c</sup> Estimates are based on 741 interviews.

<sup>d</sup> Estimates are based on 2,782 interviews.

**Table E-13. Main Reasons for Not Joining Among Young Men and Women,  
by Friend Veteran Status  
(Supporting Data for Section: *Veterans*, p. 4-14)**

Reason	Men		Women	
	Veteran <sup>a</sup>	Non-Veteran <sup>b</sup>	Veteran <sup>c</sup>	Non-Veteran <sup>d</sup>
Pay	2 (0.1)	2 (0.1)	1 (0.2)	1 (0.1)
Education	3 (0.2)	4 (0.1)	4 (0.3)	3 (0.2)
Family Obligations	9 (0.5)	8 (0.2)	15 (0.8)	17 (0.4)
Health	4 (0.3)	3 (0.2)	5 (0.4)	4 (0.2)
Against Beliefs	7 (0.3)	6 (0.2)	6 (0.6)	6 (0.2)
Military Lifestyle	18 (0.5)	20 (0.4)	25 (0.9)	26 (0.5)
Threat to Life	11 (0.4)	11 (0.2)	9 (0.8)	10 (0.3)
Not Qualified	2 (0.1)	1 (0.1)	2 (0.2)	1 (0.2)
Negative Publicity	2 (0.1)	1 (0.1)	2 (0.2)	1 (0.1)
Other Career Interests	10 (0.4)	12 (0.2)	7 (0.5)	10 (0.3)
Long Commitment	12 (0.3)	11 (0.2)	11 (0.4)	9 (0.4)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States.

**Source:** 1991 - 1998 YATS

<sup>a</sup> Estimates are based on 1,746 interviews.

<sup>b</sup> Estimates are based on 4,534 interviews.

<sup>c</sup> Estimates are based on 837 interviews.

<sup>d</sup> Estimates are based on 2,686 interviews.

**Table E-14. Main Reasons for Decreased Interest in the Military  
Among Young Men and Women  
(Supporting Data for Table 4-6, p. 4-16)**

	Men	Women
<b>Life</b>		
Other Career Plans	19 (1.0)	20 (1.0)
Going to School	16 (1.1)	13 (1.0)
Current Circumstances Preferable	7 (0.7)	8 (0.9)
Employed	6 (0.5)	3 (0.5)
Increased Obligation	5 (0.4)	9 (0.8)
Getting Older/More Mature	1 (0.3)	1 (0.2)
<b>Saw/Talked</b>		
Talk with Military	4 (0.4)	3 (0.5)
News/World Events	2 (0.2)	2 (0.5)
Recruiter Contacts	2 (0.3)	2 (0.4)
Talk with Non-Military	1 (0.2)	1 (0.2)
<b>Military</b>		
Dislike Military	10 (0.9)	10 (0.7)
Not for Youth	9 (0.6)	11 (0.9)
Not Qualified	5 (0.5)	4 (0.5)
Negative Experience	4 (0.5)	4 (0.5)
Danger	2 (0.2)	2 (0.4)
Downsizing	1 (0.2)	0 (--)
Base Closings	0 (--)	0 (--)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education residing within the 48 contiguous United States, who said their interest in military service had increased in the past year.

**Source:** 1996 - 1998 YATS

## **Appendix F**

### **Supplementary Data Tables for Chapte**

**Table F-1. Service Advertising Budgets**  
**(Supporting Data for Figure 5-1, p. 5-3)**

Service	Fiscal Year (\$M)							
	1990	1991	1992	1993	1994	1995	1996	1997
Army	80	54	45	36	48	60	70	99
Navy	29	17	13	15	35	41	41	39
Marine Corps	19	12	12	12	12	11	15	22
Air Force	8	4	5	6	7	12	10	12
JRAP	19	15	5	5	5	24	17	4

**Note:** Constant FY 1999 Dollars

**Source:** Accession Policy [OASD(FMP)]

**Table F-2. Service Advertising Awareness, by Component and Gender**  
(Supporting Data for Table 5-1, p. 5-5)

	Men <sup>a</sup>	Women <sup>b</sup>
<b>Army</b>		
Active	36 (0.2)	27 (0.2)
Reserve	29 (0.1)	28 (0.2)
National Guard	15 (0.1)	14 (0.2)
Don't Know	13 (0.1)	16 (0.2)
<b>Navy</b>		
Active	27 (0.2)	16 (0.1)
Reserve	11 (0.1)	10 (0.1)
Don't Know	9 (0.1)	9 (0.1)
<b>Marine Corps</b>		
Active	34 (0.2)	22 (0.2)
Don't Know	10 (0.1)	11 (0.2)
<b>Air Force</b>		
Active	21 (0.1)	12 (0.1)
Reserve	7 (0.1)	5 (0.1)
National Guard	5 (0.0)	5 (0.1)
Don't Know	8 (0.1)	7 (0.1)
<b>Coast Guard</b>		
Active	6 (0.1)	3 (0.1)
Reserve	3 (0.0)	2 (0.1)
Don't Know	2 (0.0)	2 (0.1)

Note: The population reported in this table includes all 16-24 year-old youth.

Source: 1993 – 1998 YATS

<sup>a</sup> Estimates are based on 33,708 interviews.

<sup>b</sup> Estimates are based on 19,433 interviews.

**Table F-3. Active Service Advertising Awareness Among Men, by Age**  
(Supporting Data for Figure 5-2, p. 5-6)

Service	Age						
	16 <sup>a</sup>	17 <sup>b</sup>	18 <sup>c</sup>	19 <sup>d</sup>	20 <sup>e</sup>	21 <sup>f</sup>	22 <sup>g</sup>
Army	28 (0.4)	33 (0.3)	34 (0.4)	36 (0.4)	38 (0.6)	39 (0.5)	38 (0.7)
Navy	21 (0.4)	26 (0.3)	28 (0.5)	29 (0.3)	30 (0.6)	27 (0.4)	31 (0.5)
Marine Corps	25 (0.3)	31 (0.4)	33 (0.5)	35 (0.4)	37 (0.5)	36 (0.7)	38 (0.3)
Air Force	15 (0.2)	19 (0.3)	21 (0.4)	22 (0.3)	24 (0.5)	22 (0.4)	24 (0.4)
Coast Guard	4 (0.2)	5 (0.2)	7 (0.2)	7 (0.3)	6 (0.3)	6 (0.3)	7 (0.3)

**Note:** The population reported in this table includes all 16-24 year-old youth.

**Source:** 1993 - 1998 YATS

<sup>a</sup> Estimates are based on 5,482 interviews.

<sup>b</sup> Estimates are based on 5,083 interviews.

<sup>c</sup> Estimates are based on 4,225 interviews.

<sup>d</sup> Estimates are based on 3,643 interviews.

<sup>e</sup> Estimates are based on 3,528 interviews.

<sup>f</sup> Estimates are based on 3,326 interviews.

<sup>g</sup> Estimates are based on 3,051 interviews.

<sup>h</sup> Estimates are based on 2,895 interviews.

<sup>i</sup> Estimates are based on 2,475 interviews.

**Table F-4. Active Service Advertising Awareness Among Women, by Age**  
(Supporting Data for Figure 5-3, p. 5-7)

Service	Age						
	16 <sup>a</sup>	17 <sup>b</sup>	18 <sup>c</sup>	19 <sup>d</sup>	20 <sup>e</sup>	21 <sup>f</sup>	22 <sup>g</sup>
Army	18 (0.4)	21 (0.4)	24 (0.4)	25 (0.6)	30 (0.7)	30 (0.4)	31 (0.6)
Navy	12 (0.3)	15 (0.3)	18 (0.4)	17 (0.5)	17 (0.5)	17 (0.5)	18 (0.4)
Marine Corps	13 (0.3)	17 (0.3)	20 (0.4)	21 (0.5)	22 (0.6)	24 (0.6)	27 (0.5)
Air Force	7 (0.2)	10 (0.3)	12 (0.5)	11 (0.4)	13 (0.5)	14 (0.4)	14 (0.5)
Coast Guard	2 (0.1)	3 (0.2)	4 (0.2)	3 (0.2)	3 (0.2)	3 (0.2)	3 (0.2)

**Note:** The population reported in this table includes all 16-24 year-old youth.

**Source:** 1993 - 1998 YATS

<sup>a</sup> Estimates are based on 2,988 interviews.

<sup>b</sup> Estimates are based on 2,907 interviews.

<sup>c</sup> Estimates are based on 2,341 interviews.

<sup>d</sup> Estimates are based on 2,175 interviews.

<sup>e</sup> Estimates are based on 2,007 interviews.

<sup>f</sup> Estimates are based on 1,910 interviews.

<sup>g</sup> Estimates are based on 1,807 interviews.

<sup>h</sup> Estimates are based on 1,770 interviews.

<sup>i</sup> Estimates are based on 1,528 interviews.

**Table F-5. Active Service Advertising Awareness, by Education and Gender**  
(Supporting Data for Table 5-2, p. 5-8)

Education	Men					Women			
	Service								
	Army	Navy	Marine Corps	Air Force	Coast Guard	Army	Navy	Marine Corps	Air Force
<b>Students</b>									
HS Juniors <sup>a</sup>	28 (0.6)	21 (0.5)	24 (0.6)	15 (0.5)	4 (0.3)	17 (0.9)	12 (0.7)	13 (0.6)	7 (0.3)
HS Seniors <sup>b</sup>	33 (0.6)	27 (0.7)	33 (0.6)	20 (0.7)	6 (0.4)	23 (1.0)	17 (0.8)	18 (0.9)	10 (0.5)
Postsecondary <sup>c</sup>	43 (0.6)	34 (0.6)	43 (0.5)	27 (0.4)	8 (0.3)	32 (0.7)	19 (0.5)	27 (0.6)	15 (0.7)
<b>Non-Students</b>									
Dropouts <sup>d</sup>	28 (1.0)	20 (0.8)	27 (0.8)	16 (0.6)	5 (0.3)	20 (1.2)	12 (0.7)	18 (1.0)	8 (0.4)
HS Grads <sup>e</sup>	36 (0.7)	26 (0.6)	34 (0.7)	21 (0.7)	6 (0.3)	27 (0.9)	14 (0.7)	20 (0.8)	13 (0.6)
Some College <sup>f</sup>	43 (1.2)	31 (1.1)	42 (1.1)	27 (1.1)	8 (0.7)	32 (1.6)	19 (1.0)	29 (1.4)	16 (0.8)
BS+ <sup>g</sup>	49 (1.3)	37 (1.3)	46 (1.3)	28 (1.2)	8 (0.8)	36 (1.4)	20 (1.3)	34 (1.4)	19 (0.9)

Note: The population reported in this table includes all 16-24 year-old youth.

Source: 1993 – 1998 YATS

<sup>a</sup> Estimates are based on interviews with 6,836 men and 3,383 women.

<sup>b</sup> Estimates are based on interviews with 4,583 men and 2,706 women.

<sup>c</sup> Estimates are based on interviews with 9,736 men and 6,262 women.

<sup>d</sup> Estimates are based on interviews with 3,687 men and 1,606 women.

<sup>e</sup> Estimates are based on interviews with 4,902 men and 2,605 women.

<sup>f</sup> Estimates are based on interviews with 2,073 men and 1,422 women.

<sup>g</sup> Estimates are based on interviews with 1,745 men and 1,366 women.

**Table F-6. Active Service Advertising Awareness, by Race/Ethnicity and Gender**  
(Supporting Data for Table 5-3, p. 5-9)

Race/Ethnicity	Men					Women				
	Service									
	Army	Navy	Marine Corps	Air Force	Coast Guard	Army	Navy	Marine Corps	Air Force	Coast Guard
White <sup>a</sup>	40 (0.3)	31 (0.4)	38 (0.3)	25 (0.3)	7 (0.2)	29 (0.4)	18 (0.3)	24 (0.4)	14 (0.3)	7 (0.2)
Black <sup>b</sup>	29 (0.8)	19 (0.6)	26 (1.0)	14 (0.6)	4 (0.3)	26 (1.0)	14 (0.7)	18 (0.9)	9 (0.4)	3 (0.2)
Hispanic <sup>c</sup>	26 (0.9)	20 (0.7)	28 (1.1)	13 (0.6)	4 (0.4)	19 (0.9)	10 (0.7)	18 (1.1)	7 (0.3)	2 (0.1)
Asian <sup>d</sup>	28 (1.2)	22 (1.4)	23 (1.1)	15 (1.2)	3 (0.5)	25 (1.7)	14 (1.7)	17 (1.7)	9 (0.4)	3 (0.2)
Indian <sup>e</sup>	29 (2.3)	26 (2.4)	33 (2.6)	20 (1.9)	4 (1.2)	30 (3.3)	14 (1.9)	24 (3.6)	15 (0.7)	3 (0.2)
<b>High School Seniors Only</b>										
White <sup>f</sup>	37 (1.0)	30 (0.9)	34 (0.9)	21 (0.9)	6 (0.5)	24 (1.1)	17 (1.0)	19 (0.9)	11 (0.5)	4 (0.3)
Black <sup>g</sup>	26 (2.3)	17 (2.2)	22 (2.1)	11 (1.5)	5 (1.1)	22 (2.3)	18 (2.3)	16 (2.5)	8 (0.4)	2 (0.1)
Hispanic <sup>h</sup>	23 (2.1)	20 (2.1)	28 (2.4)	12 (1.6)	5 (1.2)	19 (3.3)	13 (2.2)	18 (2.9)	8 (0.4)	2 (0.1)

Note: The population reported in this table includes all 16-24 year-old youth.

Source: 1993 – 1998 YATS

<sup>a</sup> Estimates are based on interviews with 23,845 men and 13,540 women.

<sup>b</sup> Estimates are based on interviews with 3,423 men and 2,408 women.

<sup>c</sup> Estimates are based on interviews with 3,722 men and 2,110 women.

<sup>d</sup> Estimates are based on interviews with 1,292 men and 626 women.

<sup>e</sup> Estimates are based on interviews with 553 men and 262 women.

<sup>f</sup> Estimates are based on interviews with 2,505 men and 1,482 women.

<sup>g</sup> Estimates are based on interviews with 422 men and 307 women.

<sup>h</sup> Estimates are based on interviews with 397 men and 235 women.

**Table F-7. Trends in Active Service Advertising Awareness Among Men**  
(Supporting Data for Figure 5-4, p. 5-10)

Service	Year					1998 <sup>f</sup>
	1993 <sup>a</sup>	1994 <sup>b</sup>	1995 <sup>c</sup>	1996 <sup>d</sup>	1997 <sup>e</sup>	
Army	35 (1.1)	35 (1.1)	34 (0.8)	31 (0.8)	34 (0.8)	30
Navy	26 (1.1)	27 (1.0)	26 (0.8)	26 (0.7)	26 (0.7)	25
Marine Corps	35 (1.2)	35 (1.1)	32 (0.7)	30 (0.9)	31 (0.8)	27
Air Force	23 (0.9)	23 (0.9)	21 (0.6)	19 (0.7)	18 (0.6)	14
Coast Guard	6 (0.5)	6 (0.5)	7 (0.4)	6 (0.4)	5 (0.4)	4

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two postsecondary education residing within the 48 contiguous United States.

**Source:** 1993 - 1998 YATS

<sup>a</sup> Estimates are based on 2,141 interviews.

<sup>b</sup> Estimates are based on 2,790 interviews.

<sup>c</sup> Estimates are based on 4,767 interviews.

<sup>d</sup> Estimates are based on 4,398 interviews.

<sup>e</sup> Estimates are based on 4,287 interviews.

<sup>f</sup> Estimates are based on 4,581 interviews.

**Table F-8. Trends in Active Service Advertising Awareness Among Women**  
(Supporting Data for Figure 5-5, p. 5-10)

Service	Year					1998 <sup>f</sup>
	1993 <sup>a</sup>	1994 <sup>b</sup>	1995 <sup>c</sup>	1996 <sup>d</sup>	1997 <sup>e</sup>	
Army	25 (1.8)	24 (1.1)	23 (0.7)	23 (0.9)	23 (0.9)	22
Navy	15 (1.2)	15 (1.1)	17 (0.9)	16 (0.8)	15 (0.7)	15
Marine Corps	22 (1.5)	20 (1.1)	18 (0.8)	18 (0.9)	17 (0.8)	16
Air Force	12 (1.2)	12 (0.9)	11 (0.7)	11 (0.7)	9 (0.7)	8
Coast Guard	2 (0.5)	3 (0.5)	4 (0.4)	3 (0.4)	3 (0.4)	3

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two postsecondary education residing within the 48 contiguous United States.

**Source:** 1993 - 1998 YATS

<sup>a</sup> Estimates are based on 1,101 interviews.

<sup>b</sup> Estimates are based on 1,410 interviews.

<sup>c</sup> Estimates are based on 2,409 interviews.

<sup>d</sup> Estimates are based on 2,469 interviews.

<sup>e</sup> Estimates are based on 2,762 interviews.

<sup>f</sup> Estimates are based on 2,482 interviews.

**Table F-9. Trends in Joint Advertising Awareness**  
(Supporting Data for Figure 5-6, p. 5-12)

Gender	Year					1998 <sup>f</sup>
	1993 <sup>a</sup>	1994 <sup>b</sup>	1995 <sup>c</sup>	1996 <sup>d</sup>	1997 <sup>e</sup>	
Men	30 (1.0)	22 (0.9)	23 (0.6)	21 (0.7)	16 (0.6)	13 (0.5)
Women	24 (1.3)	19 (1.3)	19 (0.9)	19 (0.8)	16 (0.7)	13 (0.6)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two postsecondary education residing within the 48 contiguous United States.

**Source:** 1993 - 1998 YATS

<sup>a</sup> Estimates are based on interviews with 2,141 men and 1,101 women.

<sup>b</sup> Estimates are based on interviews with 2,790 men and 1,410 women.

<sup>c</sup> Estimates are based on interviews with 4,767 men and 2,409 women.

<sup>d</sup> Estimates are based on interviews with 4,398 men and 2,469 women.

<sup>e</sup> Estimates are based on interviews with 4,287 men and 2,762 women.

<sup>f</sup> Estimates are based on interviews with 4,581 men and 2,482 women.

**Table F-10. Trends in Correct Army Slogan Recognition**  
(Supporting Data for Figure 5-7, p. 5-14)

<i>Slogan/Gender</i>	Year						
	1990 <sup>a</sup>	1991 <sup>b</sup>	1992 <sup>c</sup>	1993 <sup>d</sup>	1994 <sup>e</sup>	1995 <sup>f</sup>	1996 <sup>g</sup>
<b><i>Be All You Can Be</i></b>							
Men	88 (0.6)	89 (1.0)	89 (0.8)	88 (0.7)	90 (0.8)	91 (0.4)	91 (0.5)
Women	87 (0.9)	88 (1.3)	91 (1.0)	87 (1.4)	86 (1.2)	88 (0.7)	88 (0.7)
<b><i>Get an Edge on Life</i></b>							
Men	62 (0.8)	59 (1.1)	69 (1.1)	54 (1.1)	58 (1.0)	61 (0.6)	52 (0.8)
Women	51 (1.1)	52 (1.8)	62 (1.6)	51 (1.5)	53 (1.4)	55 (1.0)	47 (1.0)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education in the 48 contiguous United States.

**Source:** 1990 - 1998 YATS

<sup>a</sup> Estimates are based on interviews with 4,196 men and 2,143 women.

<sup>b</sup> Estimates are based on interviews with 2,122 men and 1,066 women.

<sup>c</sup> Estimates are based on interviews with 2,298 men and 1,300 women.

<sup>d</sup> Estimates are based on interviews with 2,141 men and 1,101 women.

<sup>e</sup> Estimates are based on interviews with 2,790 men and 1,410 women.

<sup>f</sup> Estimates are based on interviews with 4,767 men and 2,409 women.

<sup>g</sup> Estimates are based on interviews with 4,398 men and 2,469 women.

<sup>h</sup> Estimates are based on interviews with 4,287 men and 2,762 women.

<sup>i</sup> Estimates are based on interviews with 4,581 men and 2,482 women.

**Table F-11. Trends in Correct Navy Slogan Recognition**  
(Supporting Data for Figure 5-8, p. 5-15)

<i>Slogan/Gender</i>	Year						
	1990 <sup>a</sup>	1991 <sup>b</sup>	1992 <sup>c</sup>	1993 <sup>d</sup>	1994 <sup>e</sup>	1995 <sup>f</sup>	1996 <sup>g</sup>
<i>Full Speed Ahead</i>							
Men	41 (0.8)	46 (1.1)	46 (1.0)	48 (1.3)	53 (1.0)	54 (0.9)	53 (1.0)
Women	22 (1.1)	37 (1.6)	32 (1.5)	31 (1.5)	37 (1.2)	39 (1.0)	36 (1.1)
<i>Not Just a Job...An Adventure</i>							
Men	14 (0.6)	13 (0.7)	11 (0.7)	14 (1.0)	14 (0.7)	18 (0.6)	18 (0.6)
Women	9 (0.7)	10 (1.2)	11 (1.2)	8 (0.9)	12 (1.1)	13 (0.7)	13 (0.8)
<i>Let the Journey Begin</i>							
Men	--	--	--	--	--	--	20 (0.6)
Women	--	--	--	--	--	--	13 (0.8)

**Notes:** (1) The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education within the 48 contiguous United States.  
(2) "--" indicates that the slogan was not asked during the YATS interview.

**Source:** 1990 - 1998 YATS

<sup>a</sup> Estimates are based on interviews with 4,196 men and 2,143 women.

<sup>b</sup> Estimates are based on interviews with 2,122 men and 1,066 women.

<sup>c</sup> Estimates are based on interviews with 2,298 men and 1,300 women.

<sup>d</sup> Estimates are based on interviews with 2,141 men and 1,101 women.

<sup>e</sup> Estimates are based on interviews with 2,790 men and 1,410 women.

<sup>f</sup> Estimates are based on interviews with 4,767 men and 2,409 women.

<sup>g</sup> Estimates are based on interviews with 4,398 men and 2,469 women.

<sup>h</sup> Estimates are based on interviews with 4,287 men and 2,762 women.

<sup>i</sup> Estimates are based on interviews with 4,581 men and 2,482 women.

**Table F-12. Trends in Correct Marine Corps Slogan Recognition**  
(Supporting Data for Figure 5-9, p. 5-16)

<i>Slogan/Gender</i>	Year						
	1990 <sup>a</sup>	1991 <sup>b</sup>	1992 <sup>c</sup>	1993 <sup>d</sup>	1994 <sup>e</sup>	1995 <sup>f</sup>	1996 <sup>g</sup>
<i><b>The Few, The Proud</b></i>							
Men	81 (0.7)	78 (1.1)	77 (0.9)	73 (1.1)	72 (1.2)	71 (0.8)	70 (0.9)
Women	60 (1.0)	58 (2.3)	48 (1.4)	47 (1.7)	42 (1.4)	39 (1.0)	40 (1.0)
<i><b>Looking for a Few Good Men</b></i>							
Men	73 (0.7)	67 (1.3)	--	--	57 (1.2)	59 (0.7)	55 (0.9)
Women	47 (1.4)	46 (1.8)	--	--	33 (1.4)	30 (1.0)	30 (1.0)
<i><b>The Change is Forever</b></i>							
Men	--	--	--	--	--	--	--
Women	--	--	--	--	--	--	--

**Notes:** (1) The population reported in this table includes 16-21 year-old youth with no more than two years of posts within the 48 contiguous United States.

(2) "--" indicates that the slogan was not asked during the YATS interview

**Source:** 1990 - 1998 YATS

<sup>a</sup> Estimates are based on interviews with 4,196 men and 2,143 women.

<sup>b</sup> Estimates are based on interviews with 2,122 men and 1,066 women.

<sup>c</sup> Estimates are based on interviews with 2,298 men and 1,300 women.

<sup>d</sup> Estimates are based on interviews with 2,141 men and 1,101 women.

<sup>e</sup> Estimates are based on interviews with 2,790 men and 1,410 women.

<sup>f</sup> Estimates are based on interviews with 4,767 men and 2,409 women.

<sup>g</sup> Estimates are based on interviews with 4,398 men and 2,469 women.

<sup>h</sup> Estimates are based on interviews with 4,287 men and 2,762 women.

<sup>i</sup> Estimates are based on interviews with 4,581 men and 2,482 women.

**Table F-13. Trends in Correct Air Force Slogan Recognition**  
(Supporting Data for Figure 5-10, p. 5-17)

<i>Slogan</i> /Gender	Year						
	1990 <sup>a</sup>	1991 <sup>b</sup>	1992 <sup>c</sup>	1993 <sup>d</sup>	1994 <sup>e</sup>	1995 <sup>f</sup>	1996 <sup>g</sup>
<i>Aim High</i>							
Men	90 (0.5)	89 (0.8)	87 (0.8)	86 (1.1)	83 (1.0)	82 (0.6)	76 (0.7)
Women	72 (1.1)	70 (1.8)	67 (1.6)	67 (1.7)	64 (1.5)	62 (1.2)	58 (1.2)

**Note:** The population reported in this table includes 16-21 year-old youth with no more than two years of postsecondary education in the 48 contiguous United States.

**Source:** 1990 - 1998 YATS

<sup>a</sup> Estimates are based on interviews with 4,196 men and 2,143 women.

<sup>b</sup> Estimates are based on interviews with 2,122 men and 1,066 women.

<sup>c</sup> Estimates are based on interviews with 2,298 men and 1,300 women.

<sup>d</sup> Estimates are based on interviews with 2,141 men and 1,101 women.

<sup>e</sup> Estimates are based on interviews with 2,790 men and 1,410 women.

<sup>f</sup> Estimates are based on interviews with 4,767 men and 2,409 women.

<sup>g</sup> Estimates are based on interviews with 4,398 men and 2,469 women.

<sup>h</sup> Estimates are based on interviews with 4,287 men and 2,762 women.

<sup>i</sup> Estimates are based on interviews with 4,581 men and 2,482 women.

**Table F-14. Trends in Correct Coast Guard Slogan Recognition**  
(Supporting Data for Figure 5-11, p. 5-18)

<i>Slogan/Gender</i>	Year						
	1990 <sup>a</sup>	1991 <sup>b</sup>	1992 <sup>c</sup>	1993 <sup>d</sup>	1994 <sup>e</sup>	1995 <sup>f</sup>	1996 <sup>g</sup>
<i><b>Be Part of the Action</b></i>							
Men	5.3 (0.4)	5.6 (0.6)	5.7 (0.5)	1.8 (0.3)	3.4 (0.4)	3.2 (0.3)	2.2 (0.2)
Women	3.8 (0.5)	3.4 (0.7)	4.7 (0.8)	1.3 (0.4)	1.6 (0.3)	2.2 (0.3)	1.3 (0.2)
<i><b>Jobs That Matter</b></i>							
Men	--	--	--	--	--	--	--
Women	--	--	--	--	--	--	--

**Notes:** (1) The population reported in this table includes 16-21 year-old youth with no more than two years of posts within the 48 contiguous United States.

(2) "--" indicates that the slogan was not asked during the YATS interview.

**Source:** 1990 - 1998 YATS

<sup>a</sup> Estimates are based on interviews with 4,196 men and 2,143 women.

<sup>b</sup> Estimates are based on interviews with 2,122 men and 1,066 women.

<sup>c</sup> Estimates are based on interviews with 2,298 men and 1,300 women.

<sup>d</sup> Estimates are based on interviews with 2,141 men and 1,101 women.

<sup>e</sup> Estimates are based on interviews with 2,790 men and 1,410 women.

<sup>f</sup> Estimates are based on interviews with 4,767 men and 2,409 women.

<sup>g</sup> Estimates are based on interviews with 4,398 men and 2,469 women.

<sup>h</sup> Estimates are based on interviews with 4,287 men and 2,762 women.

<sup>i</sup> Estimates are based on interviews with 4,581 men and 2,482 women.

**Table F-15. Recruiter Contact by Advertising Awareness and Gender**  
(Supporting Data for Table 5-5, p. 5-20)

		<b>Percent Contacting a Recruiter in the Pa</b>	
		<b>Men<sup>a</sup></b>	<b>Women<sup>b</sup></b>
<b><u>Any Military Advertising</u></b>			
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
Yes		50 (0.7)	42 (0.8)
No		41 (1.6)	27 (1.9)
<b><u>Joint Service Advertising</u></b>			
Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?			
Yes		55 (1.4)	47 (2.1)
No		47 (0.7)	39 (0.7)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years secondary education residing within the 48 contiguous United States.

Source: 1993 – 1998 YATS

<sup>a</sup> Estimates are based on 5,361 interviews.

<sup>b</sup> Estimates are based on 2,136 interviews.

**Table F-16. Recruiter Contact by Service-Specific Advertising Awareness and Gender**  
(Supporting Data for Table 5-6, p. 5-21)

	Percent Contacting a Recruiter in the Past Year <sup>a</sup>		Percent Conta a { <u>SERVICE</u> } R in the Past Y
	Men	Women	Men
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
<u><b>Army</b></u>			
Yes, Recalled Army advertising	51 (0.7)	43 (0.8)	28 (0.7)
No, Did not recall Army advertising	43 (1.2)	35 (1.4)	17 (0.9)
<u><b>Navy</b></u>			
Yes, Recalled Navy advertising	53 (0.8)	45 (1.2)	18 (0.5)
No, Did not recall Navy advertising	46 (0.9)	38 (0.9)	9 (0.4)
<u><b>Marine Corps</b></u>			
Yes, Recalled Marine Corps advertising	53 (0.9)	45 (1.2)	24 (0.6)
No, Did not recall Marine Corps advertising	44 (1.0)	37 (0.9)	11 (0.6)
<u><b>Air Force</b></u>			
Yes, Recalled Air Force advertising	54 (1.0)	49 (1.6)	13 (0.7)
No, Did not recall Air Force advertising	46 (0.7)	37 (0.8)	4 (0.2)
<u><b>Coast Guard</b></u>			
Yes, Recalled Coast Guard advertising	57 (1.6)	50 (3.0)	3 (0.7)
No, Did not recall Coast Guard advertising	48 (0.7)	40 (0.8)	1 (0.1)

Note: The population reported in this table includes 16-21 year-old youth with no more than two years of education residing within the 48 contiguous United States.

Source: 1993 – 1998 YATS.

<sup>a</sup> Estimates are based on interviews with 5,361 men and 2,136 women.

<sup>b</sup> **Army** Estimates are based on interviews with 2,723 men and 1,053 women.

**Navy** Estimates are based on interviews with 1,388 men and 445 women.

**Marine Corps** Estimates are based on interviews with 1,951 men and 459 women.

**Air Force** Estimates are based on interviews with 868 men and 390 women.

**Coast Guard** Estimates are based on interviews with 99 men and 30 women.